

this is your
1954 PLAN BOOK

Your Only Real Security
NATIONAL HOME WEEK
SEPTEMBER 19-26
A Home of Your Own

4th Annual
Parade of Homes

MADISON BUILDERS ASSOCIATION

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The Kohler enamel is acid-resisting clear through and is protected from strain by a strong base of non-flexing cast iron. This superior enamel has a sparkling finish, easy to clean and clean-looking. The Kohler line includes a variety of sink styles to meet every need or special installations problem. Kohler Co., Kohler, Wisconsin.

KOHLER OF KOHLER

1954

Plan Book of the Parade of Homes

A Civic and Educational Enterprise to Promote Better Living Through Home Ownership

Presented By

Madison Builders Association

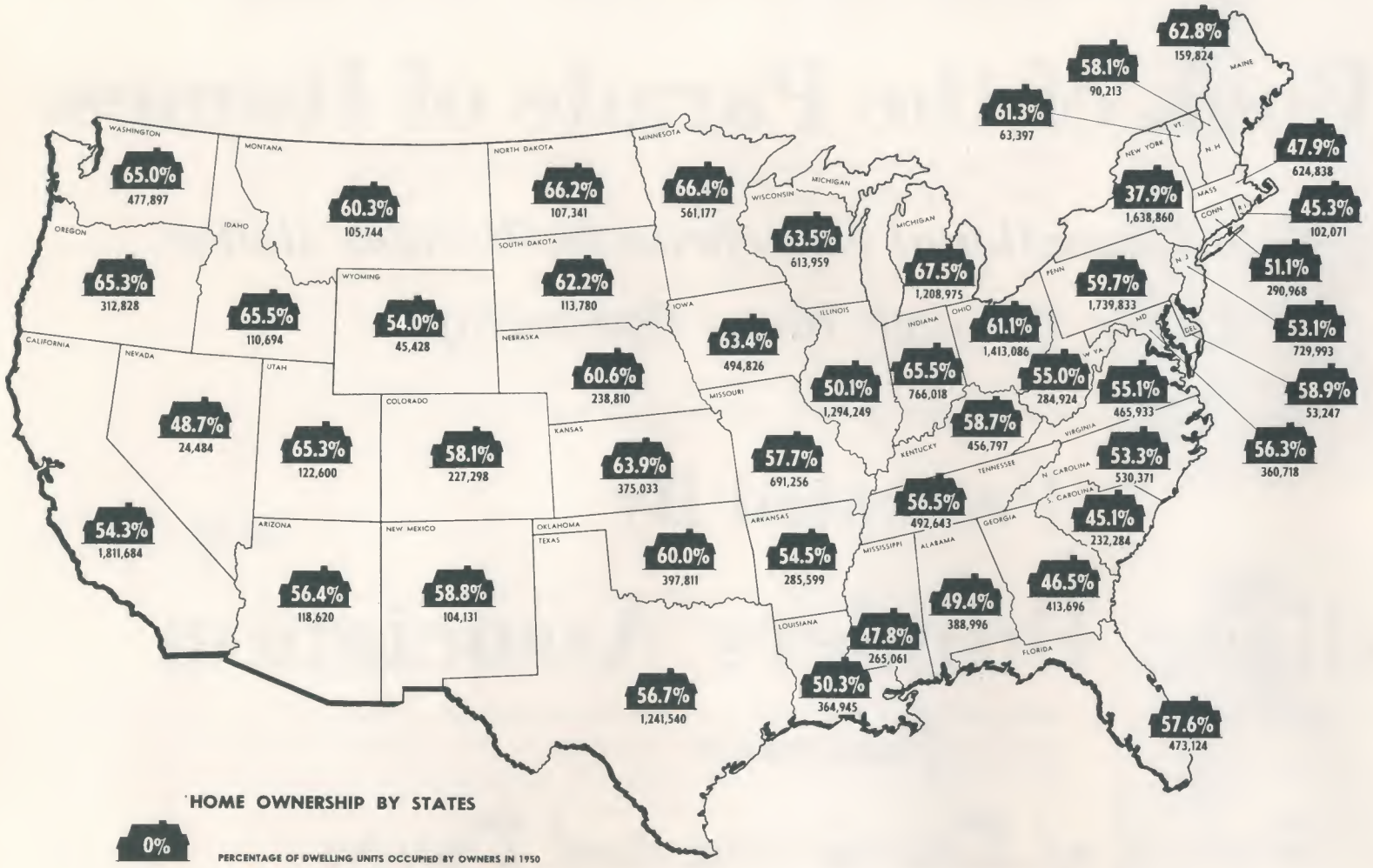
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THE GROWTH OF HOME OWNERSHIP IN THE 20th CENTURY

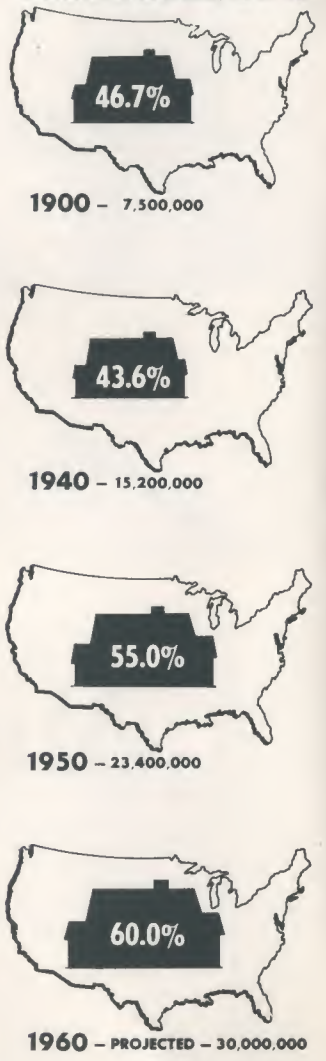


HOME OWNERSHIP BY STATES

0% — PERCENTAGE OF DWELLING UNITS OCCUPIED BY OWNERS IN 1950

0,000,000- — NUMBER OF HOME OWNERS IN 1950

PERCENTAGE AND NUMBER OF OWNER-OCCUPIED DWELLINGS IN THE UNITED STATES, 1900 TO 1960.



SOURCE: U. S. BUREAU OF THE CENSUS

Note: Use page 30 for making notes on homes.

Greetings

We welcome you to our 4th Annual Parade of Homes.

This Plan Book is produced with the idea in mind that it will greatly assist you in remembering the features and products you see as you visit the homes. We are sure you will find it a great help as you view these model homes. Space is provided on Page 30 to make your notes.

This Parade of Homes is the "SHOW WINDOW" of the Building Industry. It is through such an event as this, that you may see at one time and at one place, the ultimate in home building as interpreted by these several builders. We think it is an ideal way to see and compare.

The builders entered in the 1954 Parade of Homes have found new and intriguing ideas to build into their homes.

Home ownership is truly an American way of life. It builds good citizenship. It is the desire of more people everyday. Madison is an ideal place in which to live and Wisconsin is among the leaders in home ownership in the United States.

The Madison Builders Association believes that this Parade is both a civic and educational enterprise to promote better living through home ownership. Home ownership has made America great and we firmly believe in our slogan, "The Only Real Security Is A Home Of Your Own."

We hope that your visit here will be both pleasant and memorable and that you will take with you some ideas to improve the home that you now have or to put into the home that you are going to acquire.

We and those participating builders wish to take this opportunity to thank any and all of our associates and fellow members who have in any way helped make this 4th Annual Parade of Homes a success.

Parade of Homes Committee

Cliff Kolberg
John Dahl
Grant Kittle

The Housing Act of 1954

PUBLIC LAW 560 **83rd CONGRESS**

"WHAT IT MEANS TO YOU"

1. Lower downpayments—The buyer may put down only 5% of the first $9,000 and 25% on the balance.
2. The buyer may get a mortgage up to $20,000.
3. The mortgage may be amortized over thirty years.

New Housing

(a) **Downpayments:** set at new loan-value ratio of 95% of $9,000 of the appraised value (as of the date the mortgage is accepted for insurance) plus 75% of the excess value over $9,000.

(b) **Maximum Mortgage Amounts:** Increased to $20,000 for 1-2 family residences; to $27,500 for 3-family and $35,000 for 4-family residences.

New FHA Downpayment Schedule (1-2) family

Appraised Value	New Housing	Existing Housing	Appraised Value	New Housing	Existing Housing
$ 4,000	$ 200	$ 400	$15,000	$1,950	$2,400
5,000	250	500	16,000	2,200	2,650
6,000	300	600	17,000	2,450	2,900
7,000	350	700	18,000	2,700	3,150
8,000	400	800	19,000	2,950	3,400
9,000	450	900	20,000	3,200	3,650
10,000	700	1,150	21,000	3,450	3,900
11,000	950	1,400	22,000	3,700	4,150
12,000	1,200	1,650	23,000	3,950	4,400
13,000	1,450	1,900	24,000	4,200	4,650
14,000	1,700	2,150	25,000	5,000	5,000

Home Repair Loans

(a) FHA insurance liability is limited to ninety per cent of the loss on any individual loan, advance or purchase.

(b) Limits insurance participation to FHA-approved lending institutions subject to governmental inspection and supervision and other institutions approved by FHA on the basis of credit, experience and facilities.

(c) Loans cannot be used for new homes that have not been completed and occupied for at least six months.

(d) The outstanding aggregate balance cannot exceed the dollar limitation ($2,500) through multiple loans.

(e) These limits are effective October 1, 1954.

Note: Use page 30 for making notes on homes.

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I BEAMS

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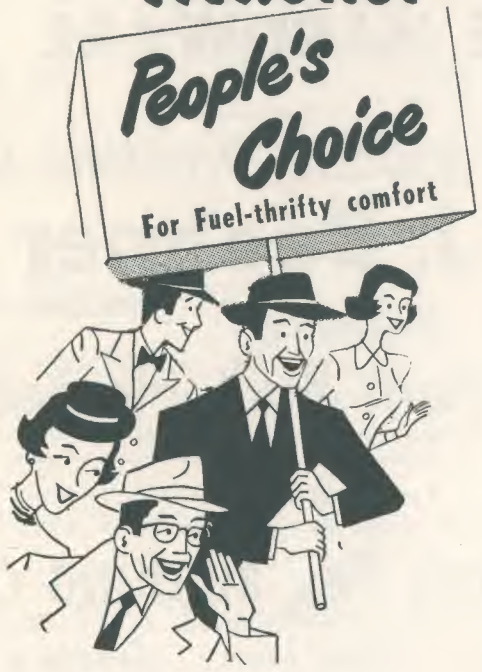
STEEL AND ALUMINUM WINDOWS

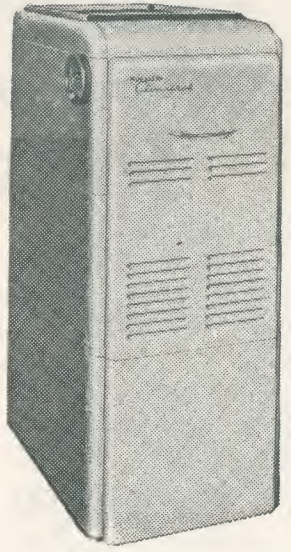
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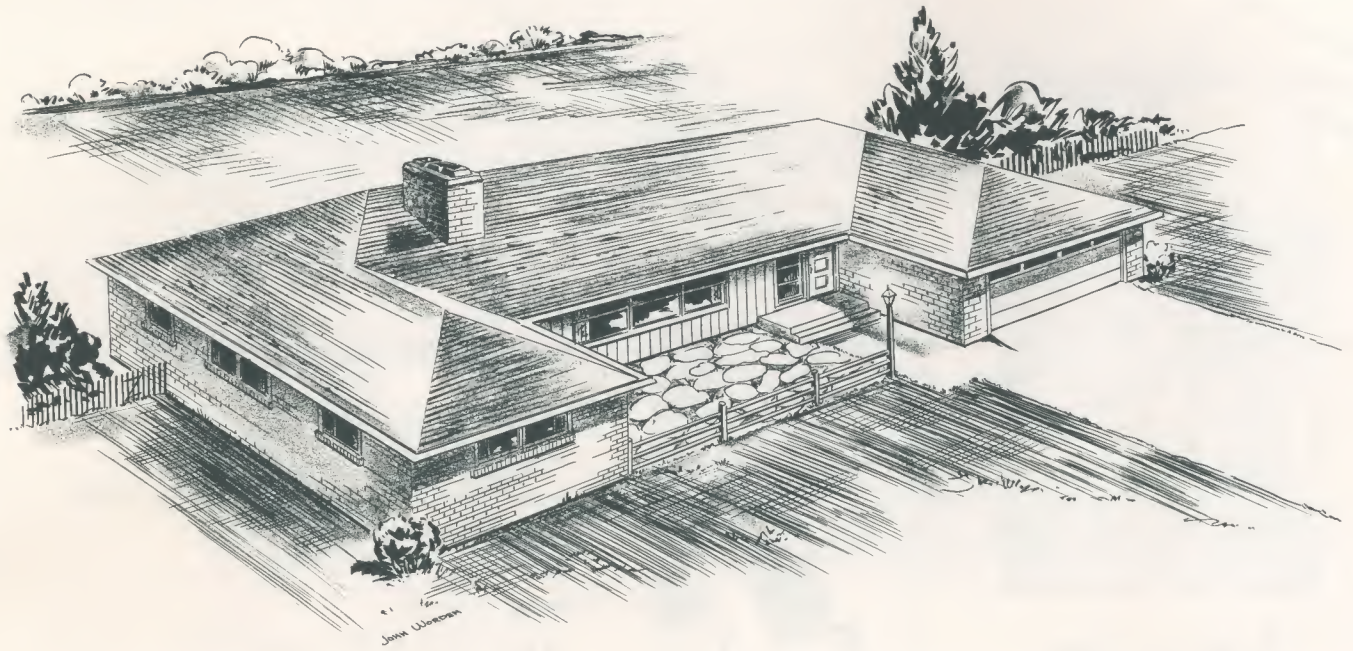
Builder's Hardware

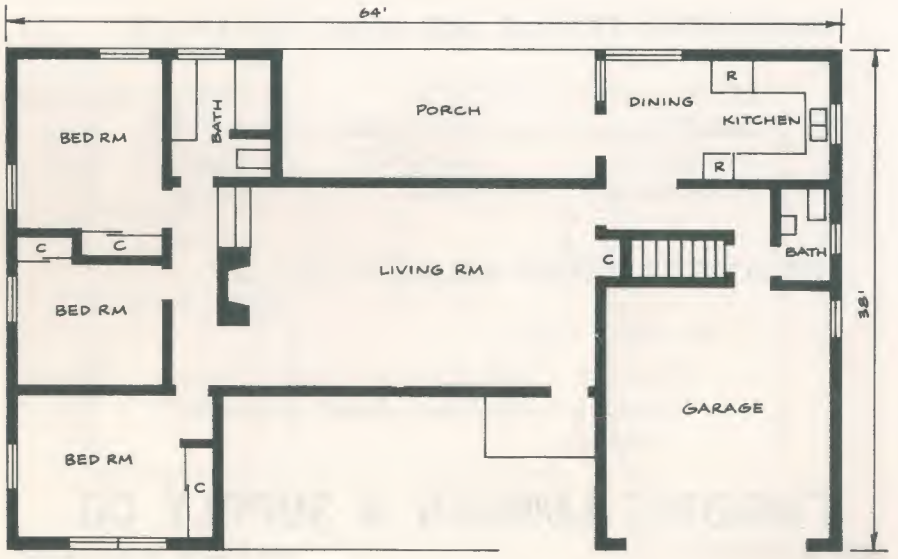
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 1





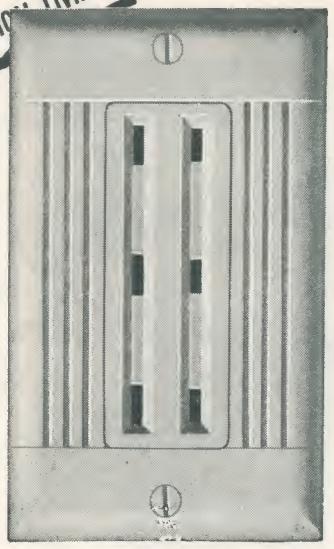
This H-shaped ranch style home built of brick and redwood will attract attention wherever it is built. Spacious living is the keynote. The extra "all season" living area to the rear of the living room is made possible by the use of Jalousie windows to provide outdoor living in the summer and these windows, equipped with storms, provide warmth and comfort in the winter. Inside appointments include blonde oak woodwork, two fire places and a bath and one-half. The hot water baseboard heat assures comfortable living in the coldest weather. Fully equipped with wardrobe closets and a handsome U-shaped kitchen completely equipped with garbage disposal and dish washer provide those extra conveniences for easy family living.

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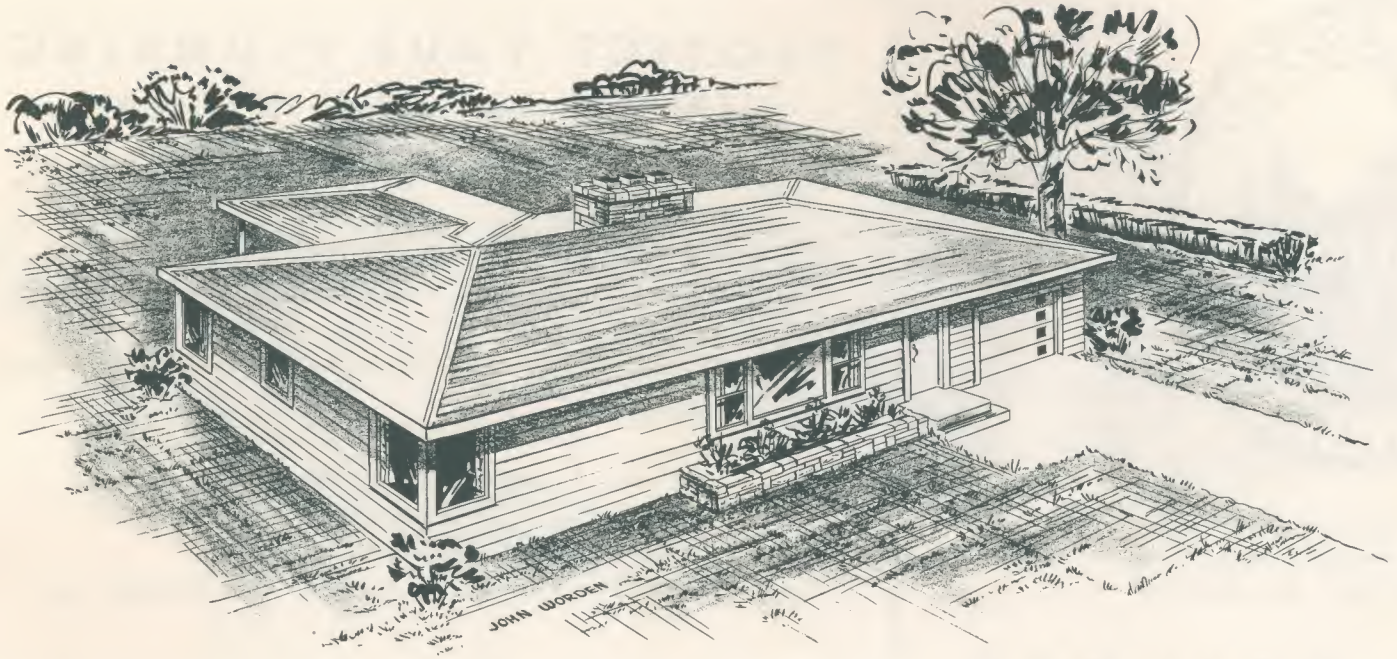
Plus these extras:

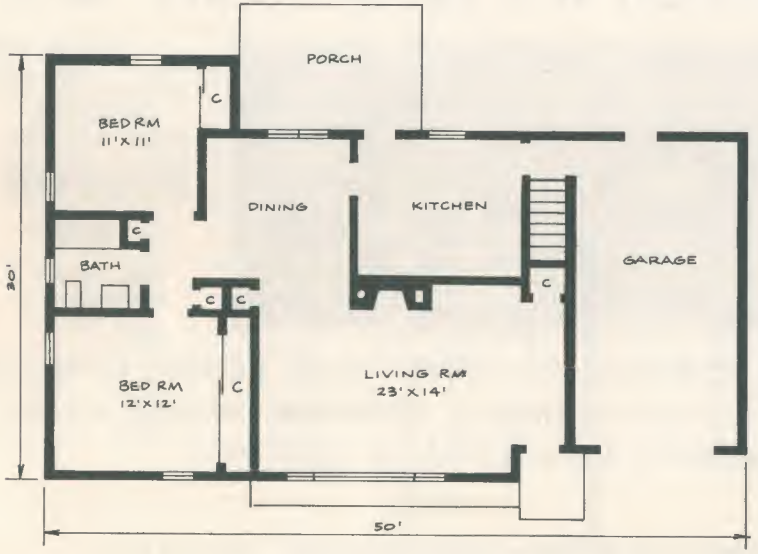
Planning — How to do it — Material use
Financing — No Money Down — 5 years to pay

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601 W. WILSON ST. **MADISON, WISCONSIN**
DIAL 5-0077

1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 2





This house of modest design has the benefit of careful planning. A fireplace opposite a huge picture window adds comfort to the living room. The kitchen is the dream of all housewives with "Built-in" stove and oven. The wonderful cabinets and formica walls make for maximum usability and minimum upkeep. The unique storage cabinets all over the house will attract your attention. The large bedrooms are equipped with full length "wall" wardrobes. The tiled bath has new color harmony and the screened porch provides the right "outside" atmosphere.

Carl Eustice, BUILDER
5106 SHORE ACRES ROAD **4-5527**

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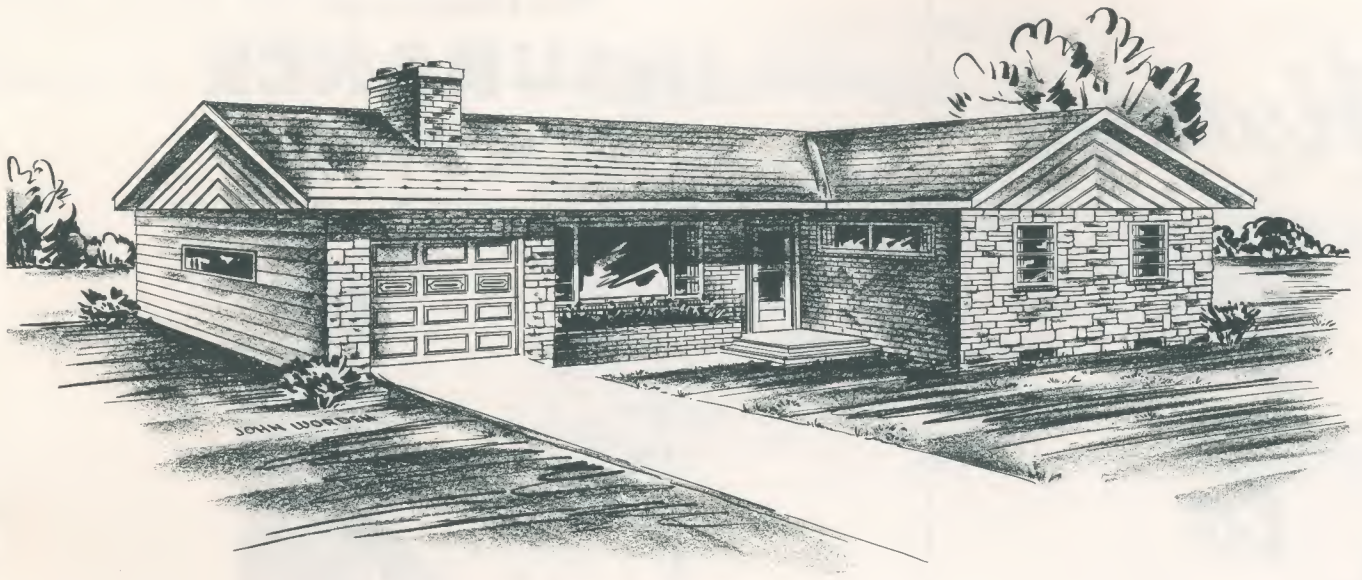
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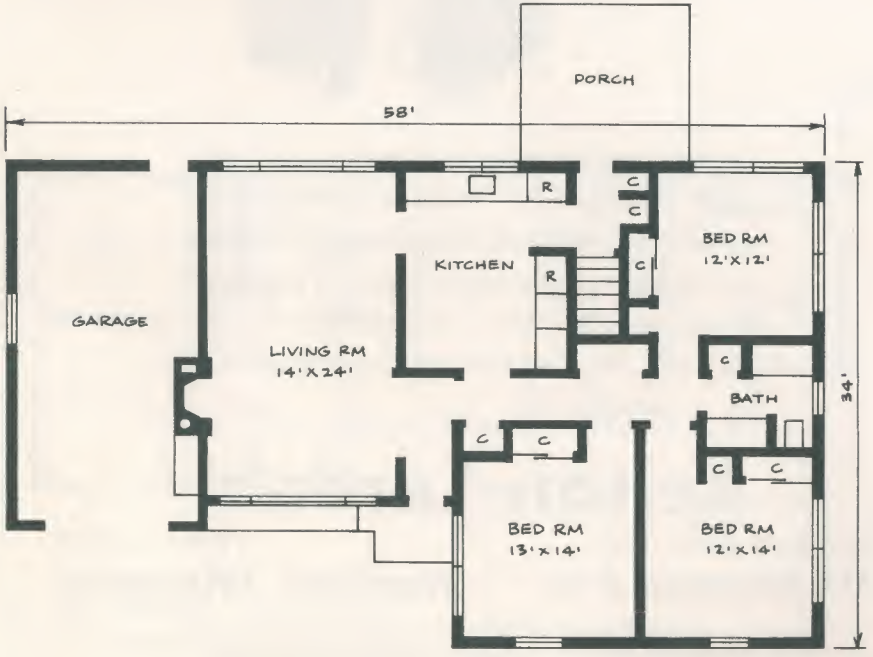
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 4





This cleverly designed three bedroom home has many commendable features. Trimmed with light birch woodwork inside and attractively accentuated with lannon stone and brick outside. Notice the built-in features such as chests in the hall and bedrooms. Large wardrobe closets with sliding doors. An all electric kitchen is as modern as tomorrow with built in range and oven, disposal, dishwasher and electric ventilation. Two fireplaces add the word "Comfort" to restful living and the recreation possibilities are very notable. A real ceramic tile bath plus that desirable feature of an extra one-half bath, provide those extra features desired in todays home. Fully adequately wired and truly light conditioned, this home is the desire of everyone.

Norm Nelson, BUILDER
1906 VAHLEN AVENUE **4-1479**

Note: Use page 30 for making notes on homes.

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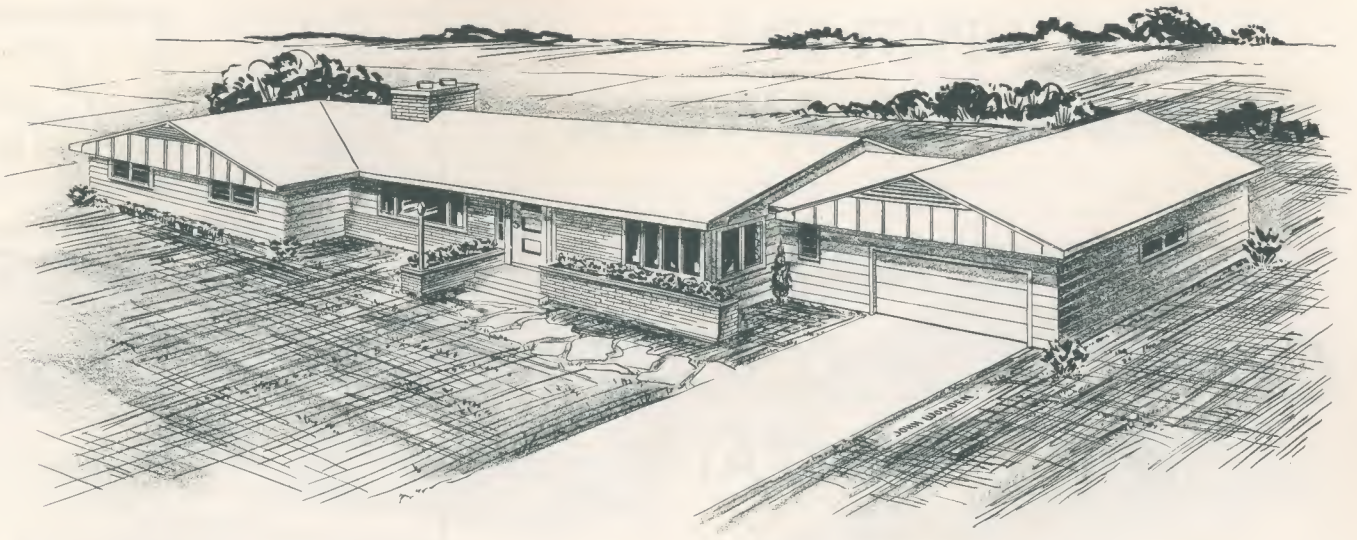
Reitan-Lerdahl

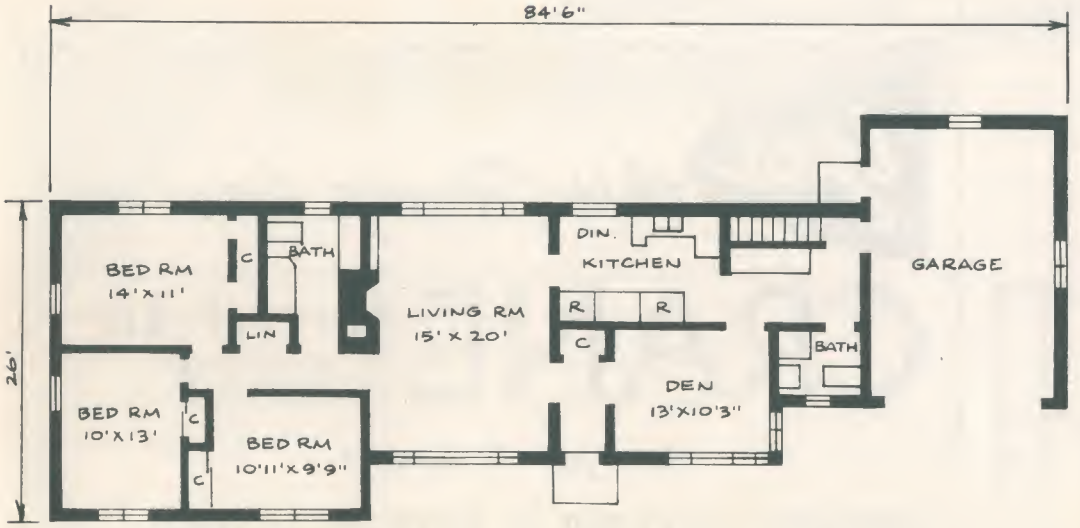
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 5





E. O. Dahl, BUILDER
4556 WINNEQUAH ROAD

4-2935

New in every way this three bedroom home features "living from the womens angle". A laundry on the first floor is the latest in home planning. One and one-half baths properly laid out in the carefully planned traffic pattern to properly serve all areas of the home. Three bedrooms and a fourth that can be used as a den or an office and a two car adequate garage fill all the needs of the growing family living in the suburbs. The exterior carefully laid-out and decorated with fine lines and brick make it doubly attractive. A fire place situated to brighten the living area is well planned and attractive. As you visit this home you will see the care that has been given to the careful planning to make it truly a home worth living in.

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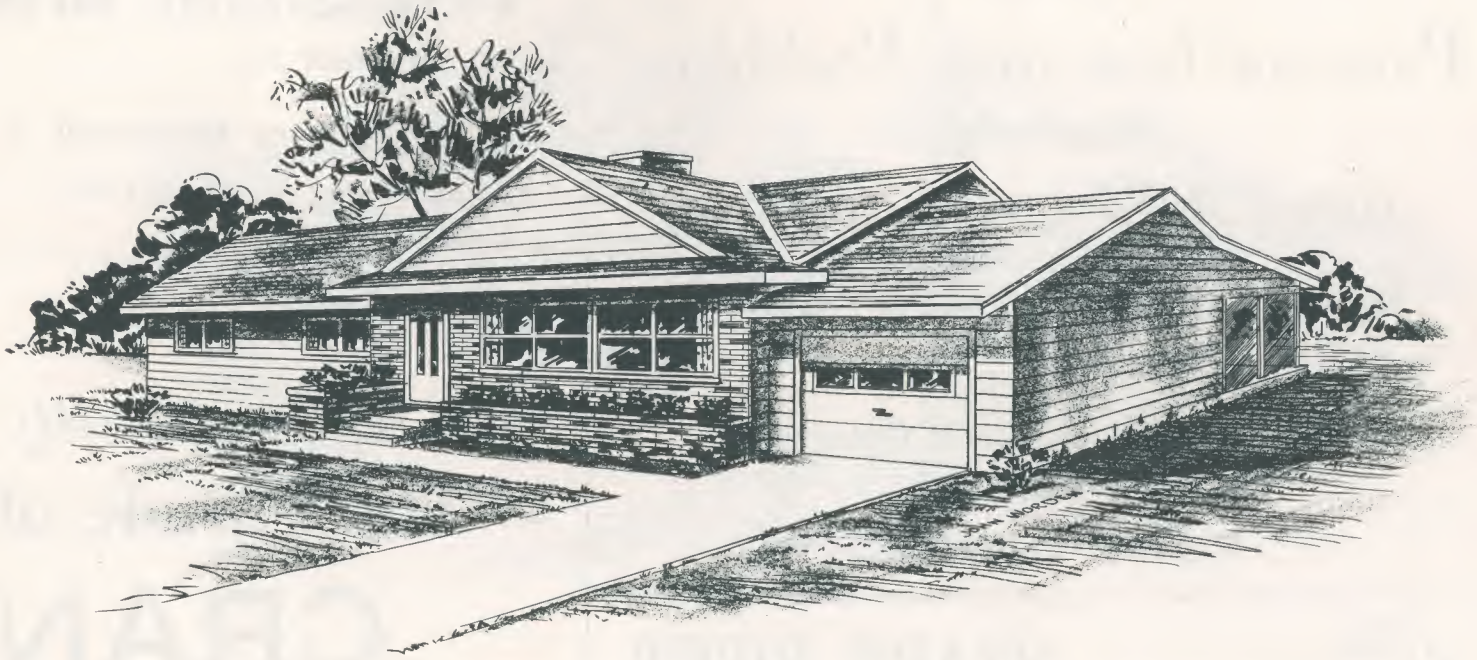
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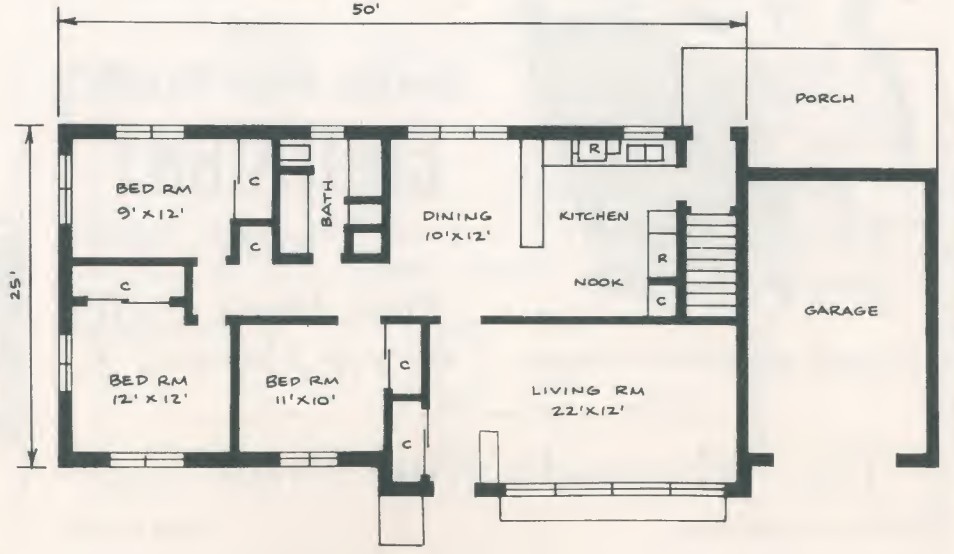
DIAL 6-1162

1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 6



An outstanding home designed to meet the needs of family activities, as evidenced by the well-planned kitchen with a breakfast area and the server separating the more formal dining space. Extra large wardrobe closets in all rooms and disappearing stairway to attic provide ample storage. The bathroom with its ceramic tile, linen closet, and two lavatories built in a vanity answers all demands of a busy household.

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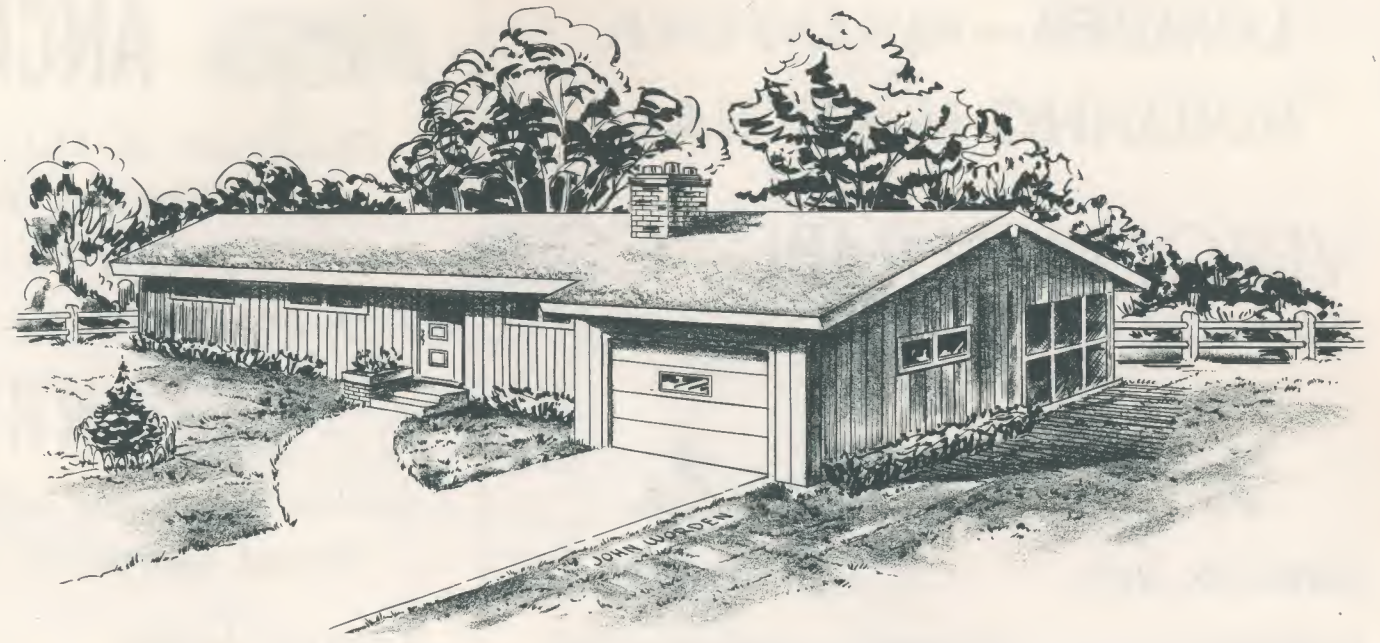
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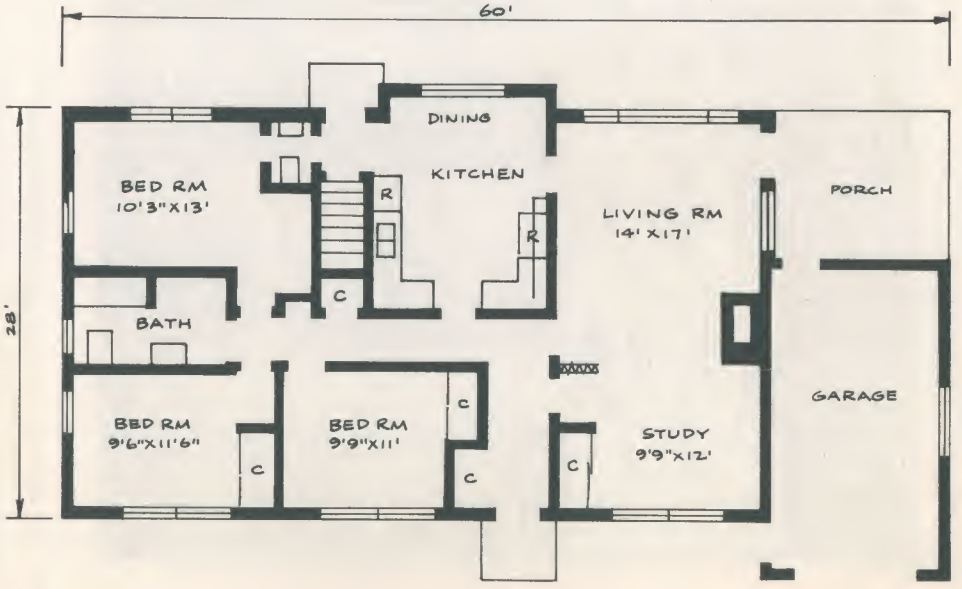
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 7



This home, designed in keeping with the increasing trend toward contemporary architecture, features a wide roof overhang, screen porch and natural red wood siding. A modern fold door converts part of the living room to a den or fourth bedroom. Indirect lighting and built-in desk add to the living of this truly modern ranch home.

Careful attention has been given to the traffic pattern to provide access from the front door to any room in the house without passing through another room. The kitchen is equipped with built-in oven, disposal and properly lighted and ventilated. A full basement with fire place makes this a complete home providing the most living area at a moderate cost.



Jevne & Jevne
4224 BEVERLY ROAD **3-8069**

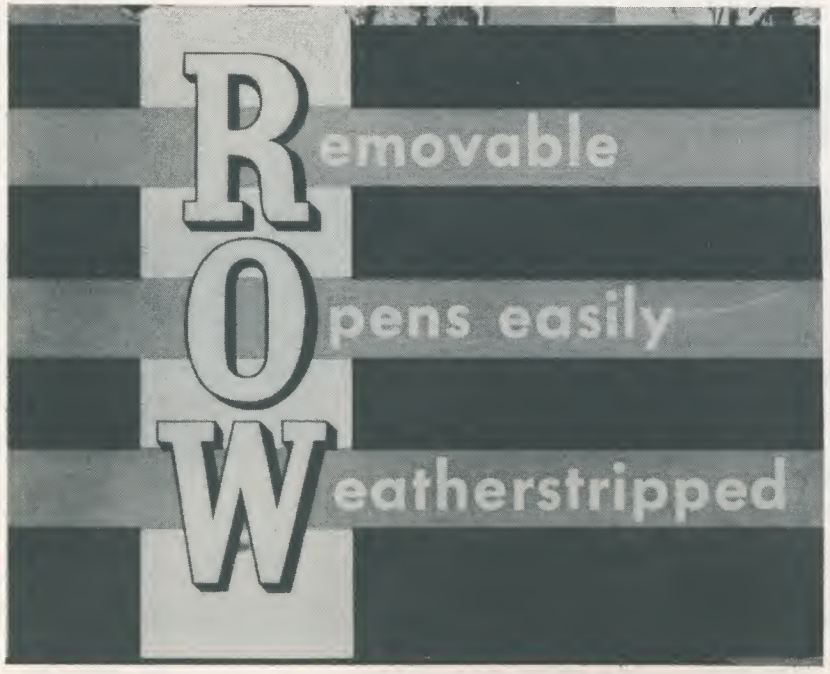
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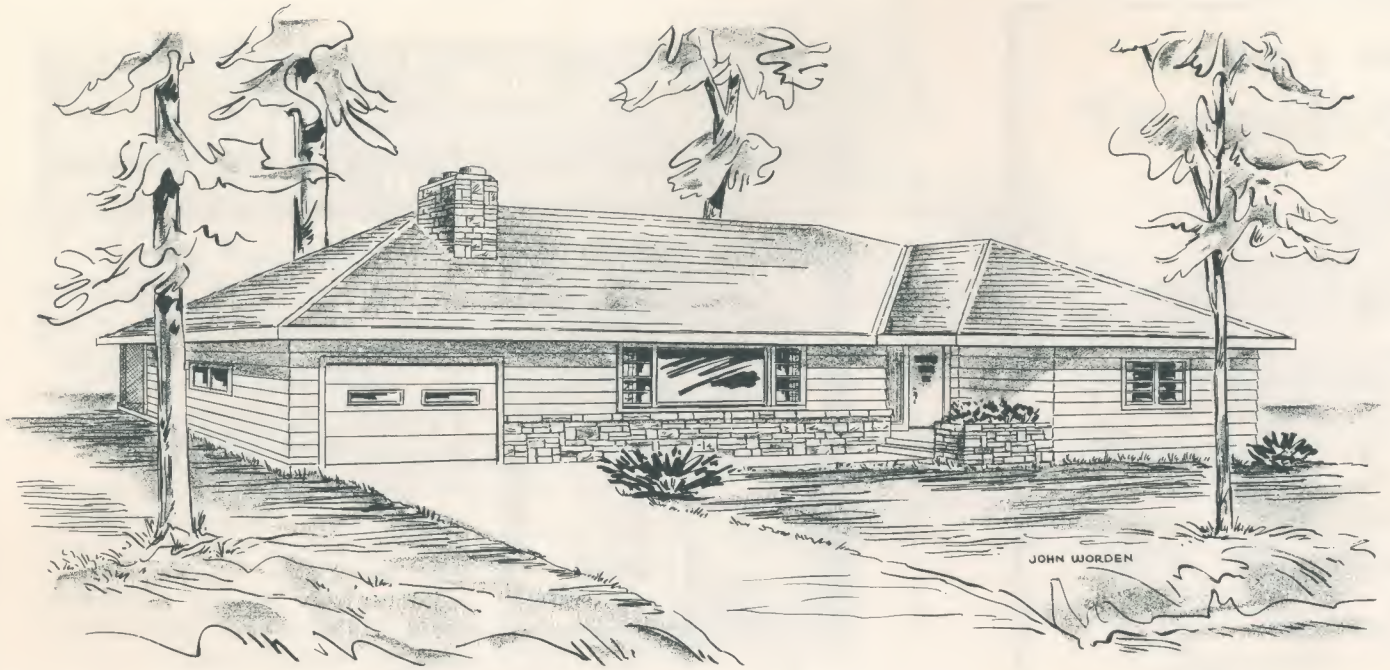
ANCHOR SAVINGS and LOAN ASSN.

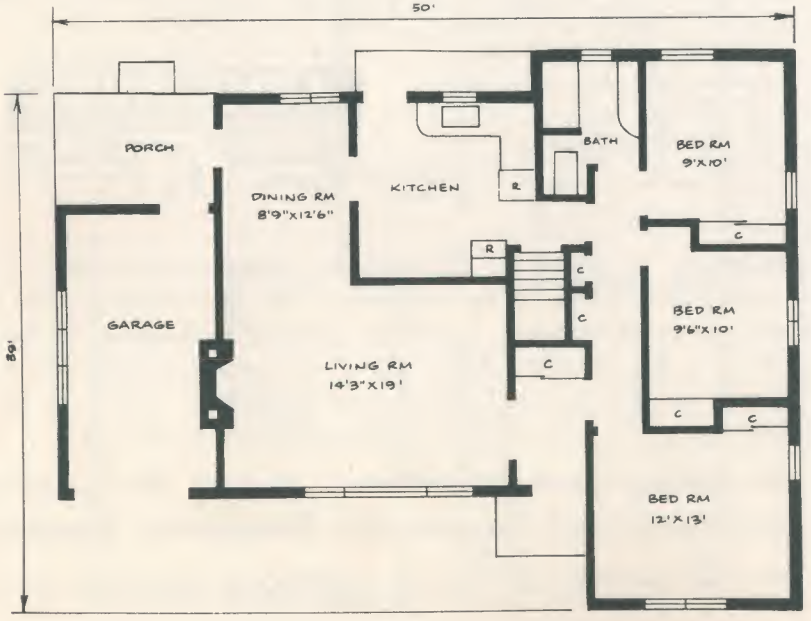
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 8

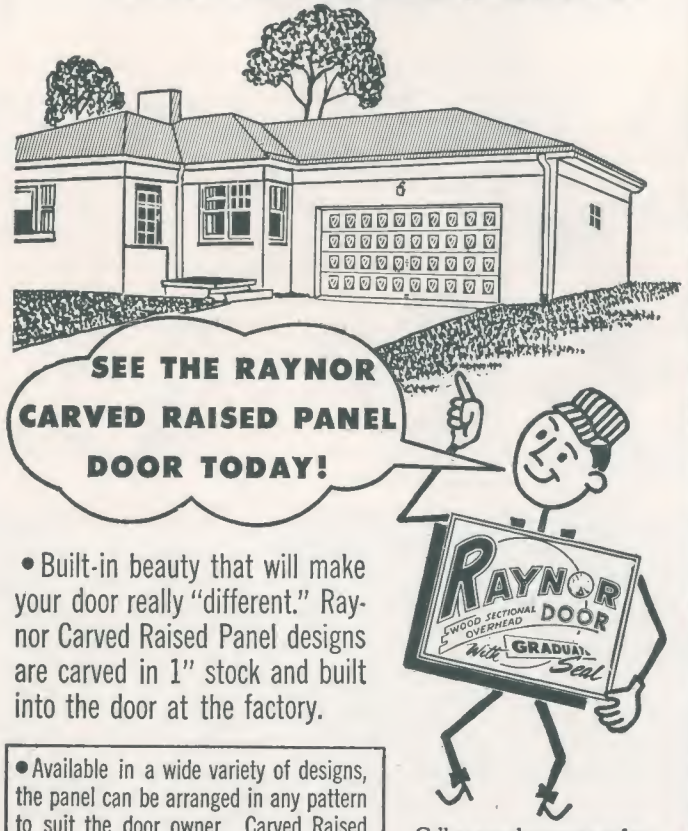




This large three bedroom home with an extra large living room and dining L is designed to make one conscious of space. The one large master bedroom is being demanded by more people every day. The designer planned to utilize the smallest bedroom for either a den or sleeping area. Heated by forced hot air and comfort cooled by Armstrong Air Conditioning units, this home can be temperature controlled all year. A large kitchen so planned to make minimum work and step saving. The lannon stone exterior and flower box and the massive lannon stone fire place, extending to the ceiling in the living room, accentuate the fine lines on the exterior and the oak trimmed interior. The bath is complete with twin lavatories and color accentuated to fine taste. Extra storage is available in the extra large garage and the porch provides that "out of doors comfort for summer living."

Charles Fry, BUILDER
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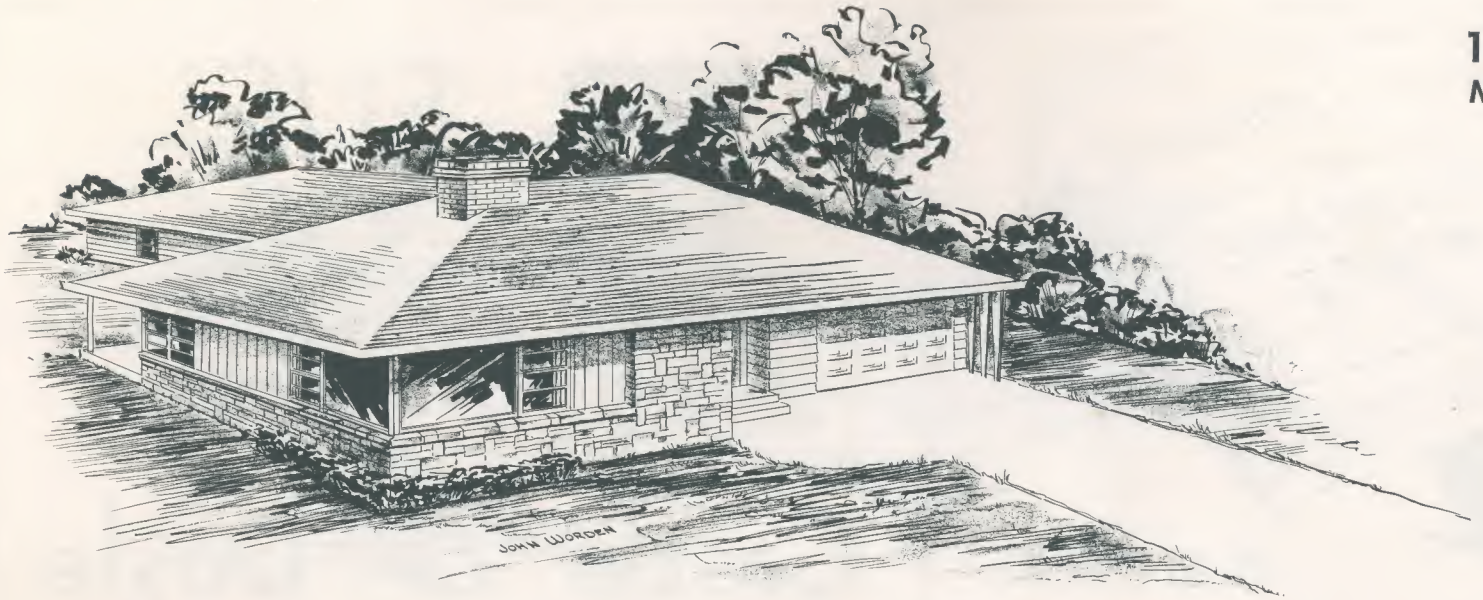
COLUMBUS, OHIO — DES MOINES, IOWA

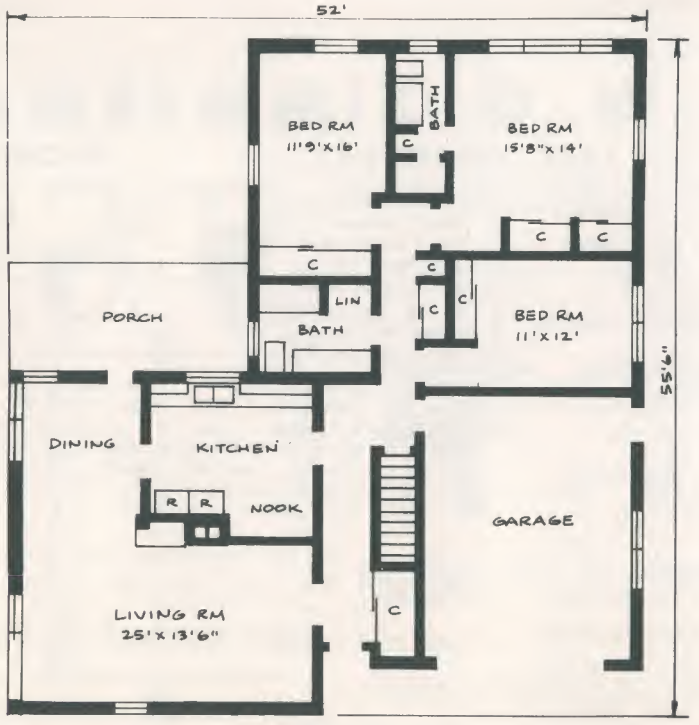
Armstrong Healthful Air Conditioning—Summer *And* Winter. See working installations of the Armstrong "Companion-Unit" winter and summer air conditioners beautifully installed by Howard Harker of the H. J. Harker Sheet Metal Co. These units are installed in the homes of the following builders: Harold Bewick (#9), Clifford P. Kolberg (#11), Charles E. Pry (#8) and Carl Eustice (#2).

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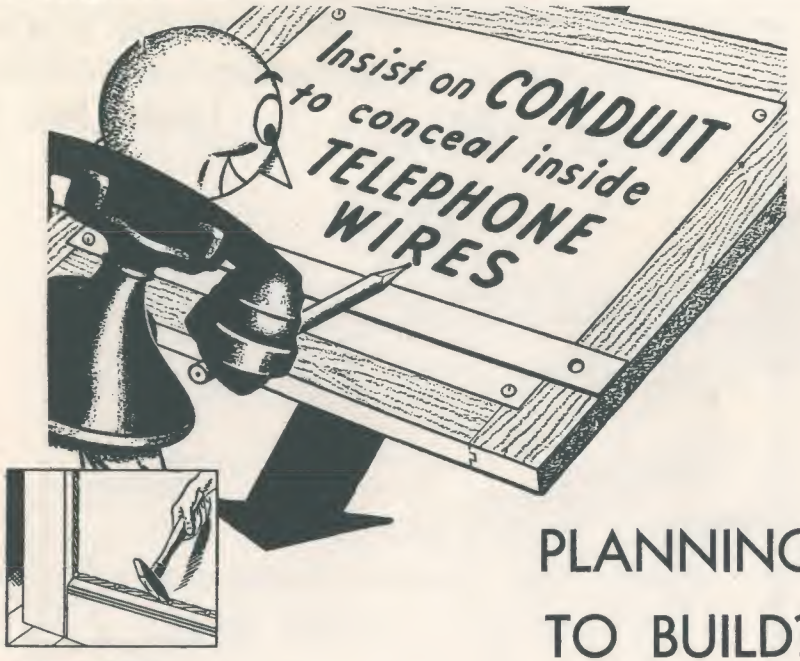
1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 9



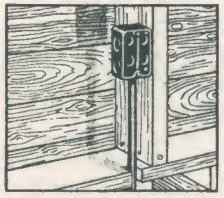


Another distinctively designed and quality built home by Bewick. A large two car garage with plastered walls and a hand carved, radio operated overhead garage door. Note the large porch off the dining room, enclosed with glass jalousies and the long overhanging roof which protects the garage and front entrance. A massive corner fire place in the large paneled living room with a good sized dining ell and a built-in buffet and china case. Three large bedrooms with sliding door wardrobe closets. A second bath with tile shower stall off the master bedroom is designed for luxurious living. Also a large double lavatory bath with enclosed tub, ceramic tile floor and walls. The large central entrance way makes all rooms easily accessible. The kitchen is excellently planned, with an all electric kitchen. This ideal home features air conditioning, a great abundance of closet and linen space, built-in dressing tables and a large fireplace in the basement. This beautiful home has all the distinction and qualities of a Bewick home, well planned for comfortable living.

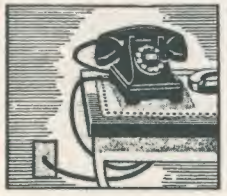
Harold Bewick, BUILDER
454 HOLLY AVENUE **3-7061**



Instead of this . . .



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And get this result!

PLANNING TO BUILD?

Be sure to include built-in telephone facilities in your plans

It costs little but adds much to the value of your home to include facilities for concealed telephone wiring during construction.

Prevent marring the beauty of your walls and woodwork with exposed wires. Have your builder install conduit or flexible tubing inside the walls with outlets, similar to electric outlets, in locations where service is desired now or in the future.

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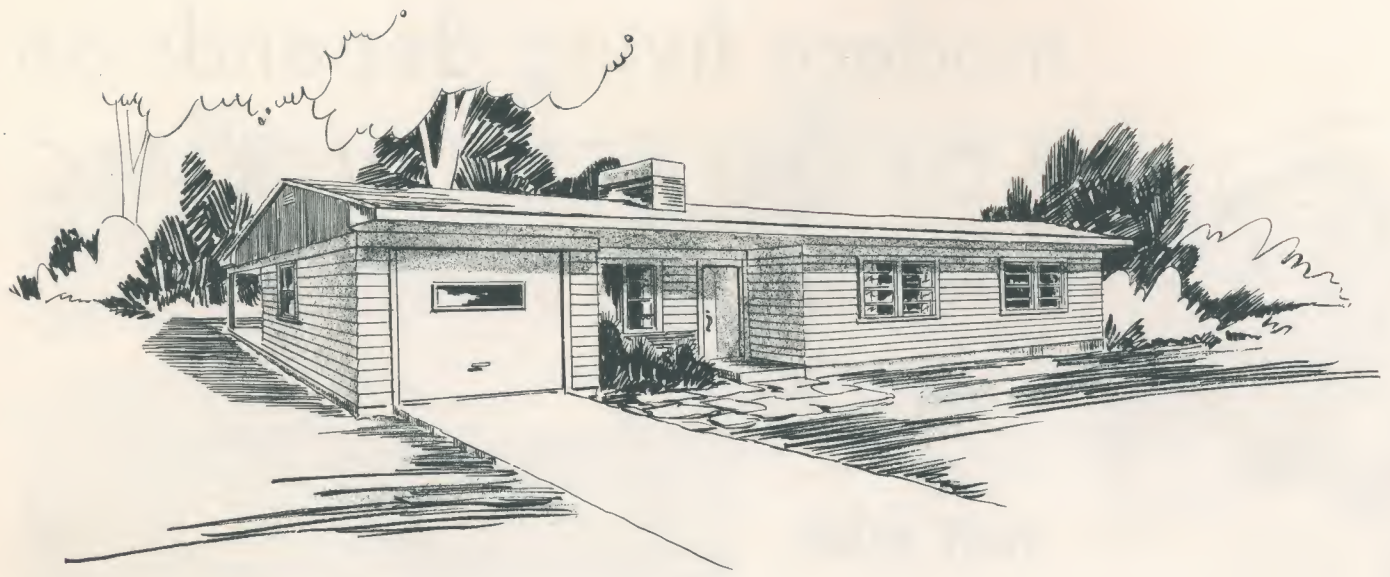
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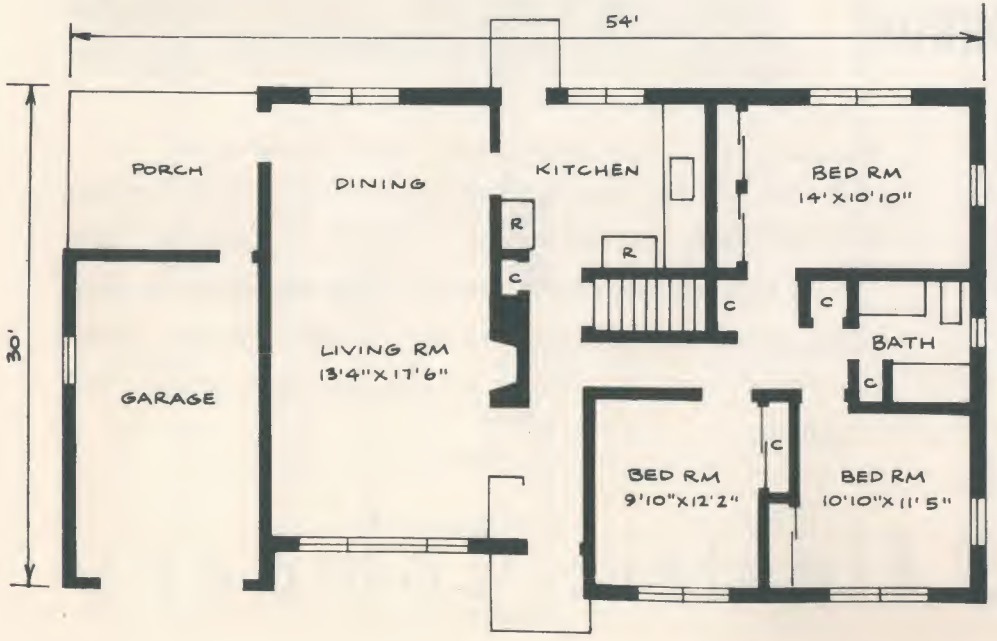
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 11





You would love to live in this beautiful year 'round air conditioned home. This attractively designed home features simplicity in modern design and comfortable family living. The three bedrooms have medium high windows to afford privacy and permit easy placement of furniture. You will admire the charming bathroom with its colored fixtures, large mirror, vanity, and genuine ceramic tile. You will be amazed when you see the eight closets which provide more than ample storage. The screened porch is wonderful for summer dining. Valance lighting in the 27 ft. living and dining room adds to the beauty and livability of this home. This is a home you'll be proud to own.

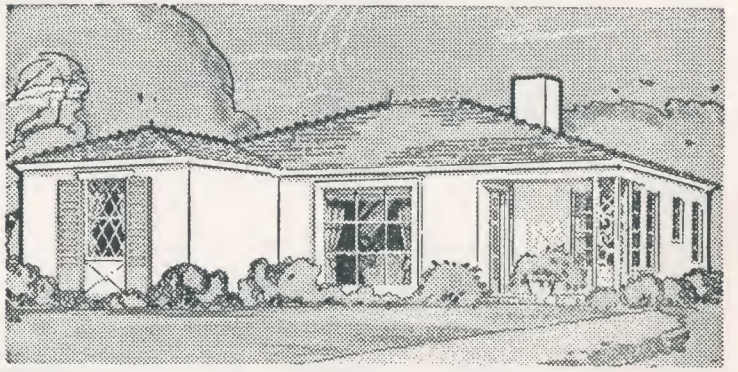
Cliff Kolberg, BUILDER
APT. 8F, TRUAX PARK **4-5862**



modern living depends on ADEQUATE WIRING

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WIRE NOW FOR TODAY AND TOMORROW

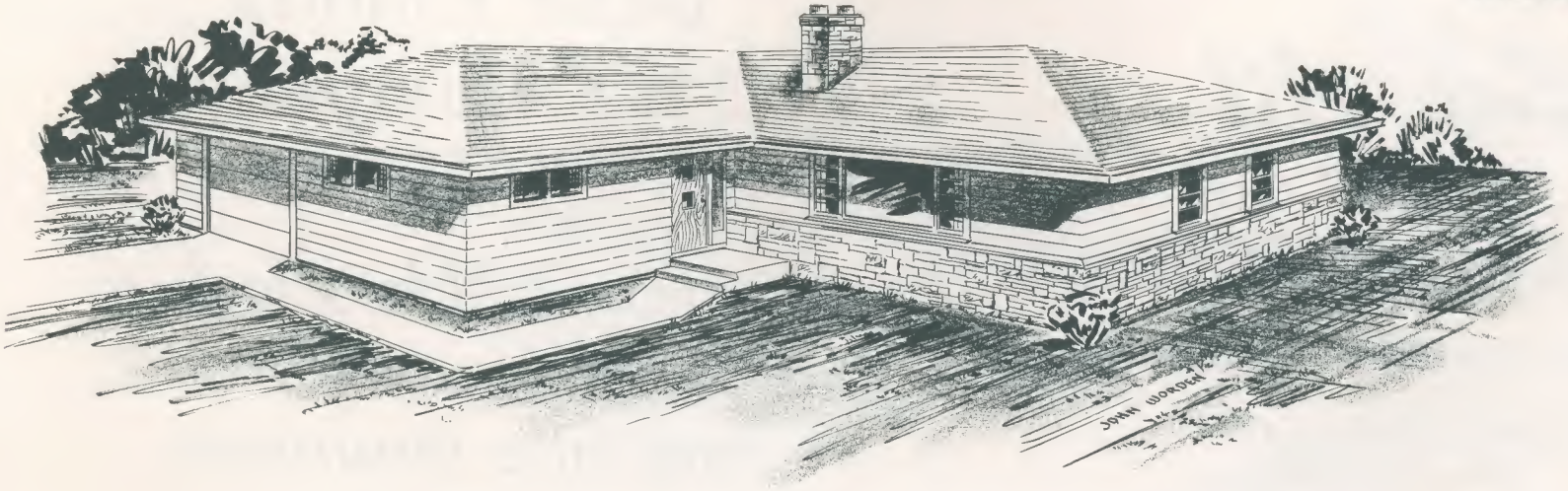


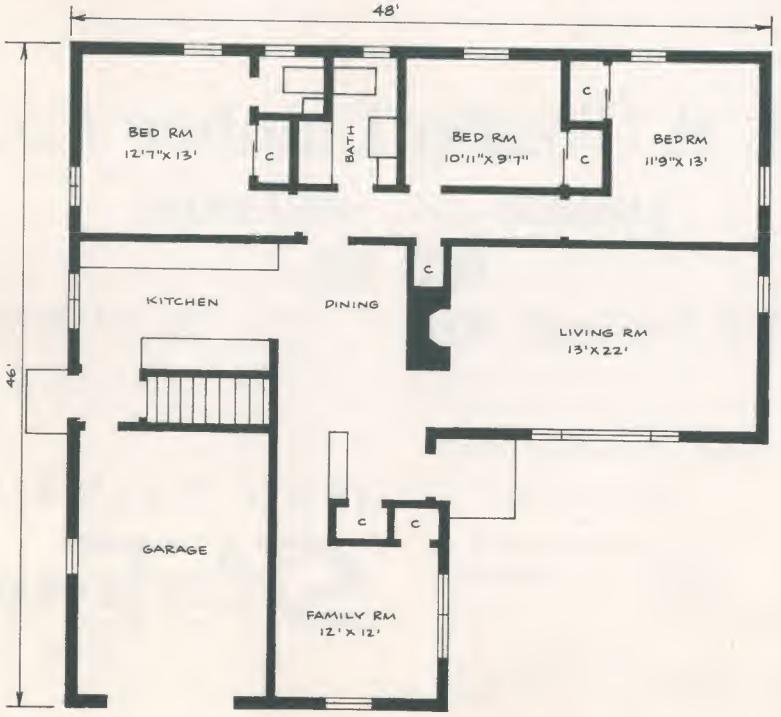
Adequate Wiring starts at the service entrance, with wires large enough to bring sufficient power into the home for both present and future needs. Next, a sufficient number of circuits, protected against shorts and overloads, is required to distribute electricity throughout the house. Finally, plenty of appliance outlets, permanent lights and switches are needed to provide safety and convenience.

Naturally, the best time to adequately wire your home is when you are building or remodeling. That is the time to assure your family of the future, full of modern electrical living. Eliminate the bottlenecks and dangers of poor wiring now. Consult with your builder, or electrical contractor member of the Madison Area Adequate Wiring Bureau.

Madison Gas and Electric Company

1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 12





This three bedroom ranch type home features a family activity room. It was family engineered and architecturally designed for this specific lot, and fits into the surrounding landscape.

The Stroban Construction Company takes pride in presenting this home and encourages people with peculiar building problems to consult with them. It further points out the possibilities of building a rambling ranch type home on land with peculiar area layouts.

Stroban Construction—S. L. Banaszak
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Note: **Use page 30 for making notes on homes.**

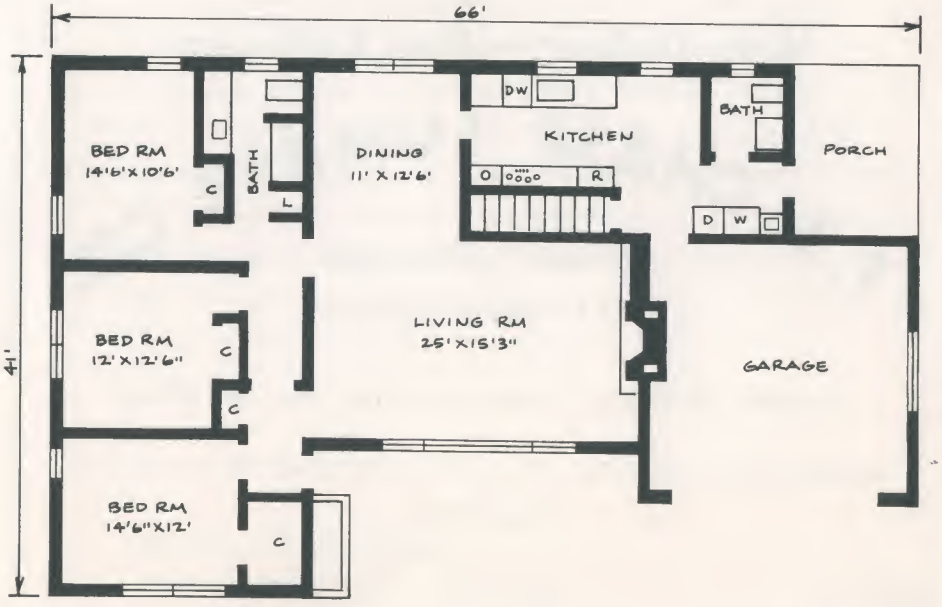
1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 13



This large and luxurious home is as functional on the inside as it is attractive on the outside. It has over 1700 sq. ft. of living area plus a double garage and a porch.

The 25 ft. living room has a massive stone fireplace and is open to the large dining room. The master bath, containing a large vanity, is properly located in the central hallway. The large kitchen has a breakfast area and is equipped with a dishwasher, garbage disposal, built-in electric range and oven, automatic washer and dryer. The extra bath is located near the rear entrance and kitchen. There is a second fireplace in the large basement which is ideally arranged for recreation, hobby and work areas.

This is truly a home designed for modern living.



John Dahl, BUILDER
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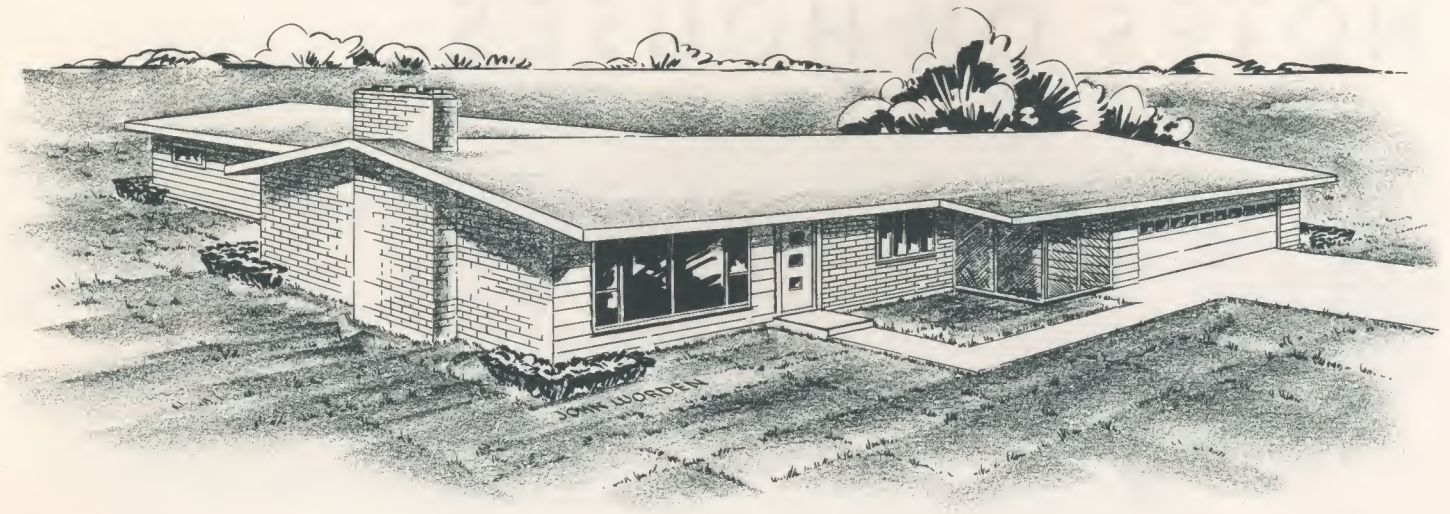
SPECIALTIES

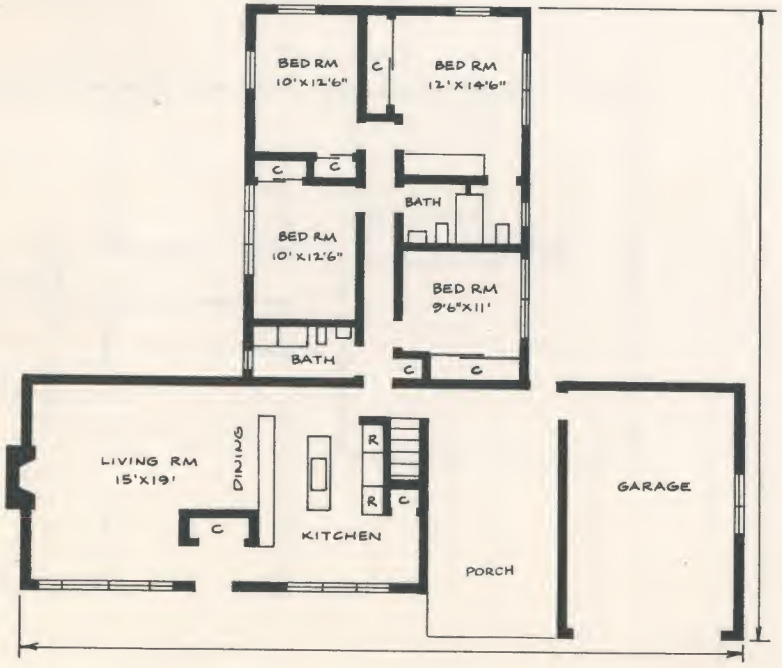
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FIREPLACE DAMPERS • RAILINGS • WINDOWS

Ornamental Iron Work

1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 14



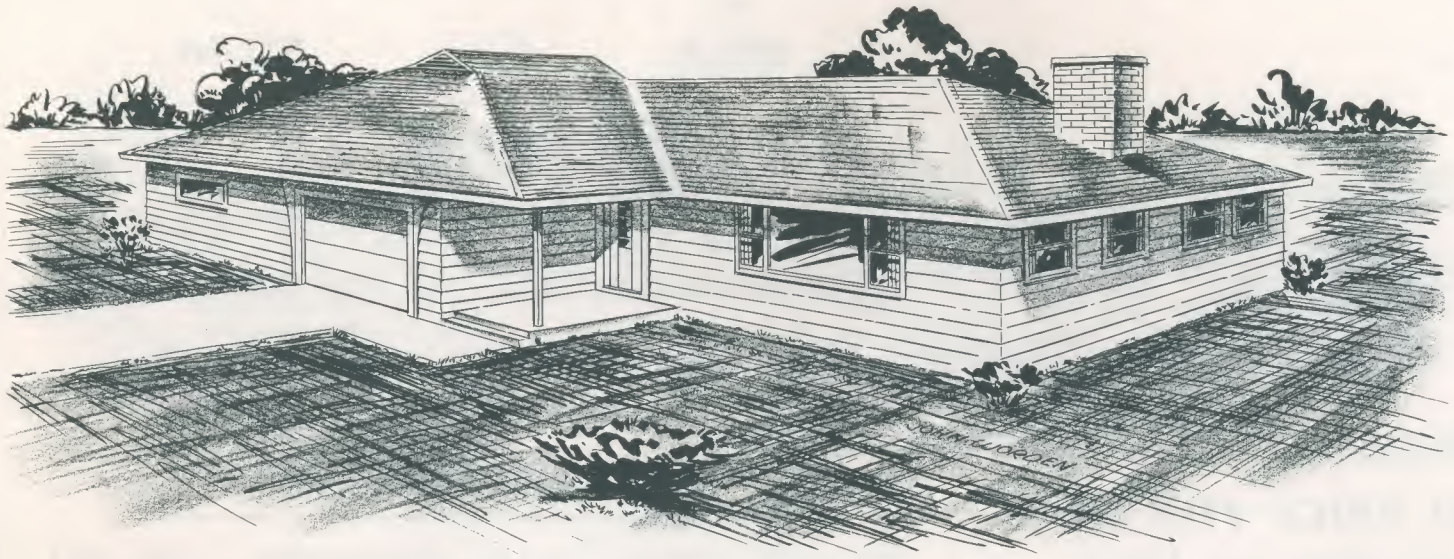


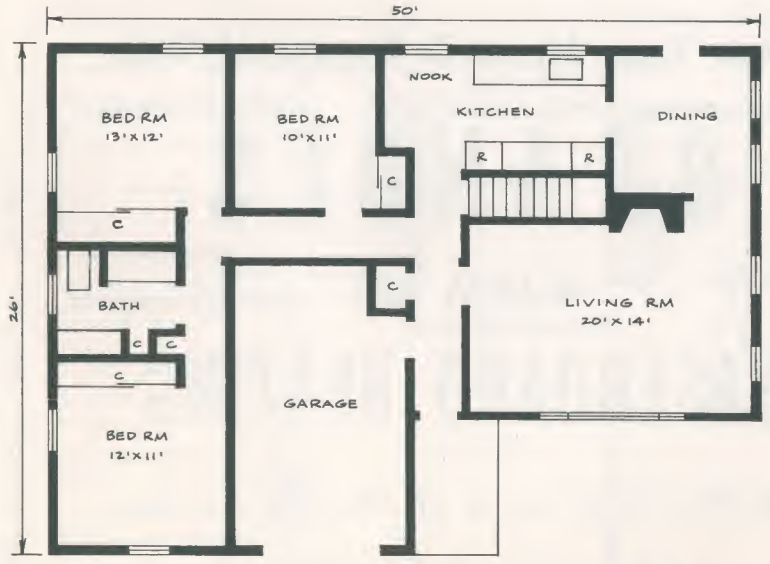
This four bedroom home was designed for suburban living in every respect including three and one-half baths, two car garage, large screen porch and two fire places. An extra large kitchen with an Island Sink makes house work a pleasure. Notice the automatic laundry in the bathroom, a new practical idea. The thermopane windows throughout and the new hot water heating system that affords water cooling comfort in the summer. The exterior is permanently finished with split rock, a new innovation. The large recreation room affords play area and game room. All the requirements for comfortable living in the suburbs are included in this home.

Miller Industries
3710 UNIVERSITY AVENUE **3-7900**

NOTES ON HOUSES

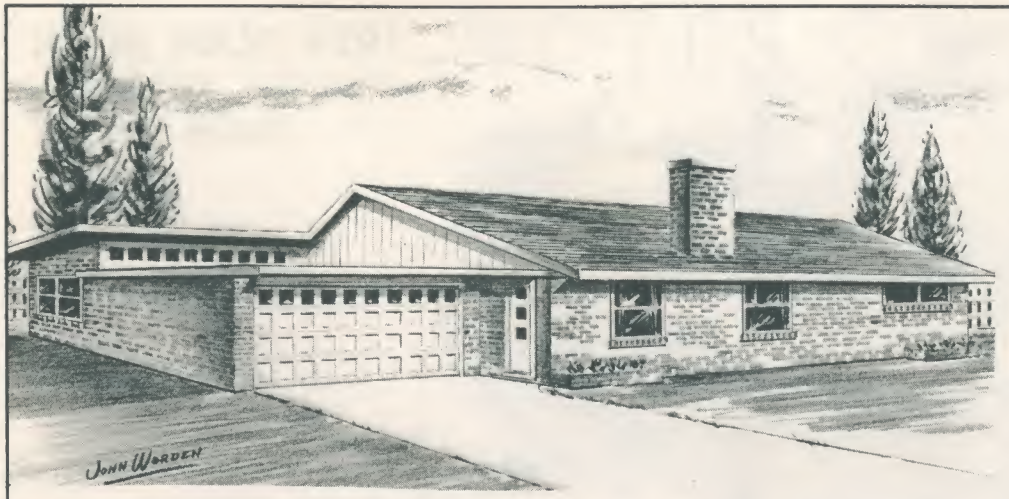
1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 17





This unique floor plan is selected because it features a garage in the middle of the house to effectively separate the living area from the sleeping area. The three large bedrooms are fully equipped with the latest and most modern closets and appointments. The bathroom is finished in ceramic tile. A complete and separate dining room, a much desired feature, provides adequate eating area. The brick fireplace and the special oak trim dresses up the living area. The kichen, equipped with built in range and oven, is a dream with the adequate and custom built cabinets. A grade door in the basement and large windows make the recreation area and laundry more useable and desirable. A special freezer and dark storage area is provided under the garage. This house of many notable features will prove a great attraction.

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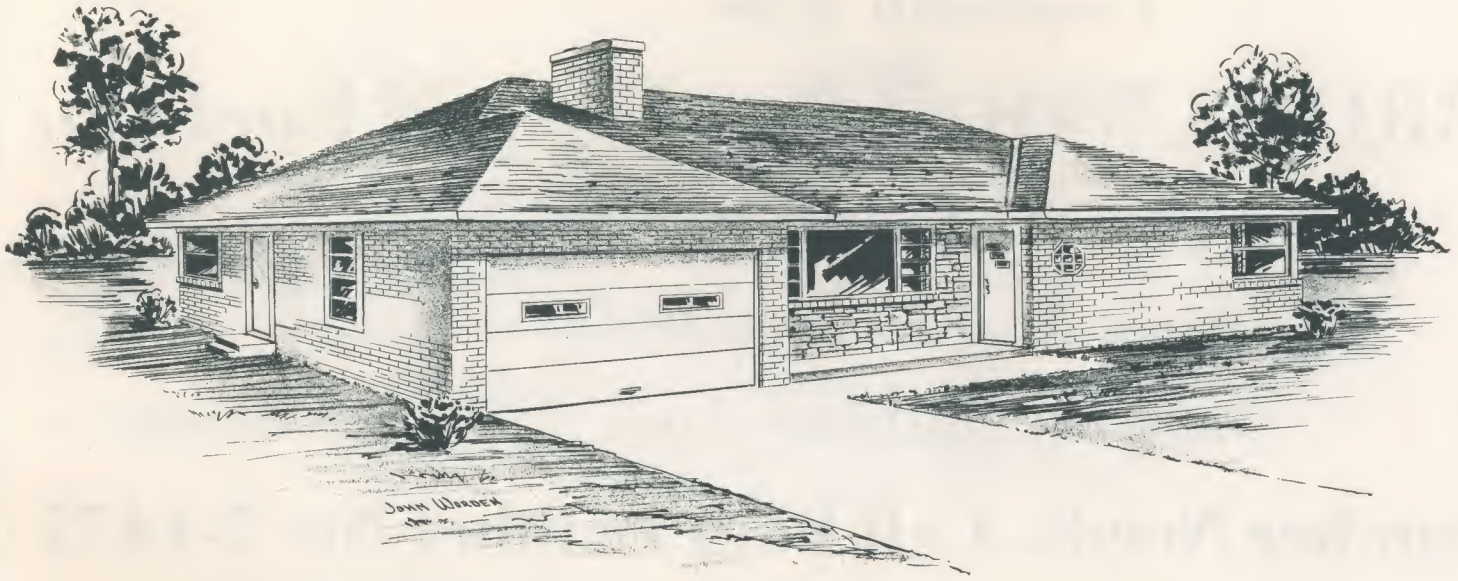
WARM AIR

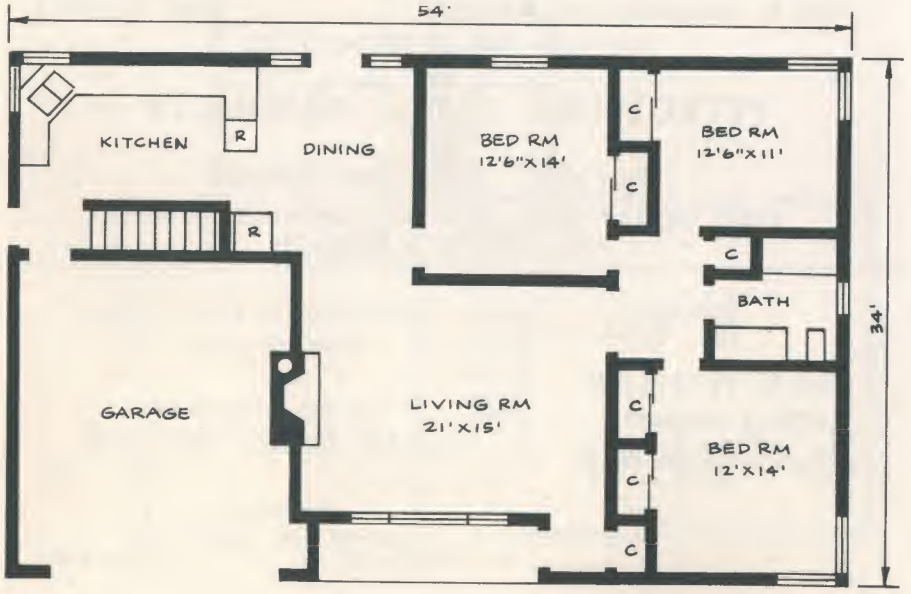
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 18





In designing this house, considerable thought and attention was given to making every room useable all of the time. It features large picture windows and a completely "built in" kitchen. It has an attractive brick veneer exterior and a two car garage which is considered a necessity for suburban living. The Tennessee stone fire place in the living room is massive and extends from floor to the ceiling. The dining area can be separated from the kitchen for privacy. The bath features twin lavatories and is carefully designed to provide the maximum in facilities. This three bedroom home, with provisions for T.V. will provide all of the real comforts needed for today's living.

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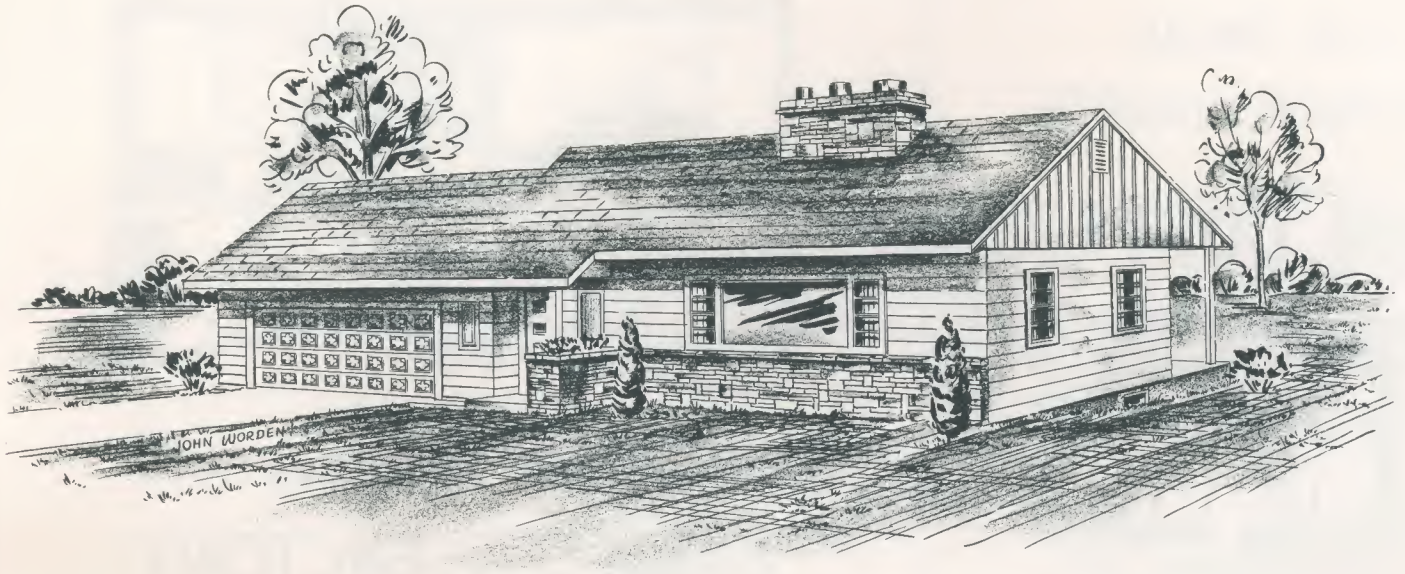
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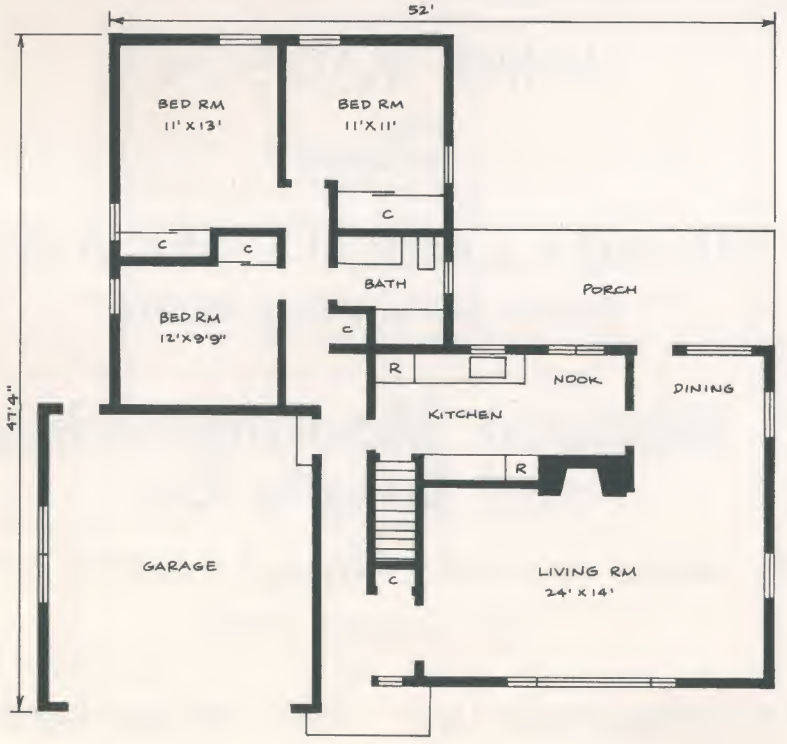
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 19



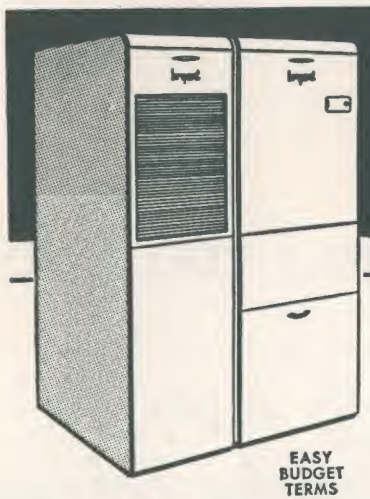


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VERONA, WISCONSIN

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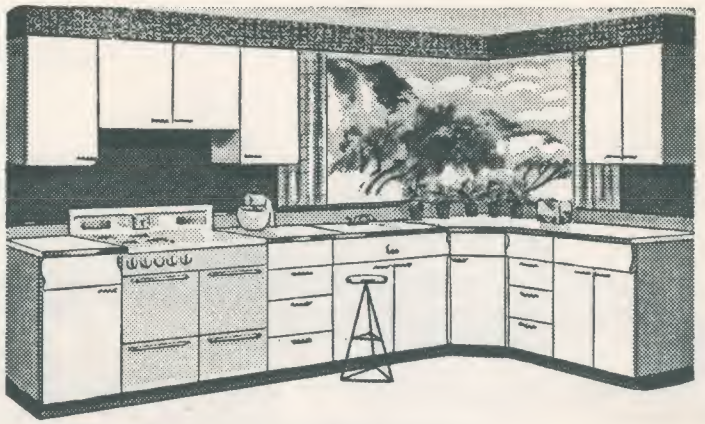
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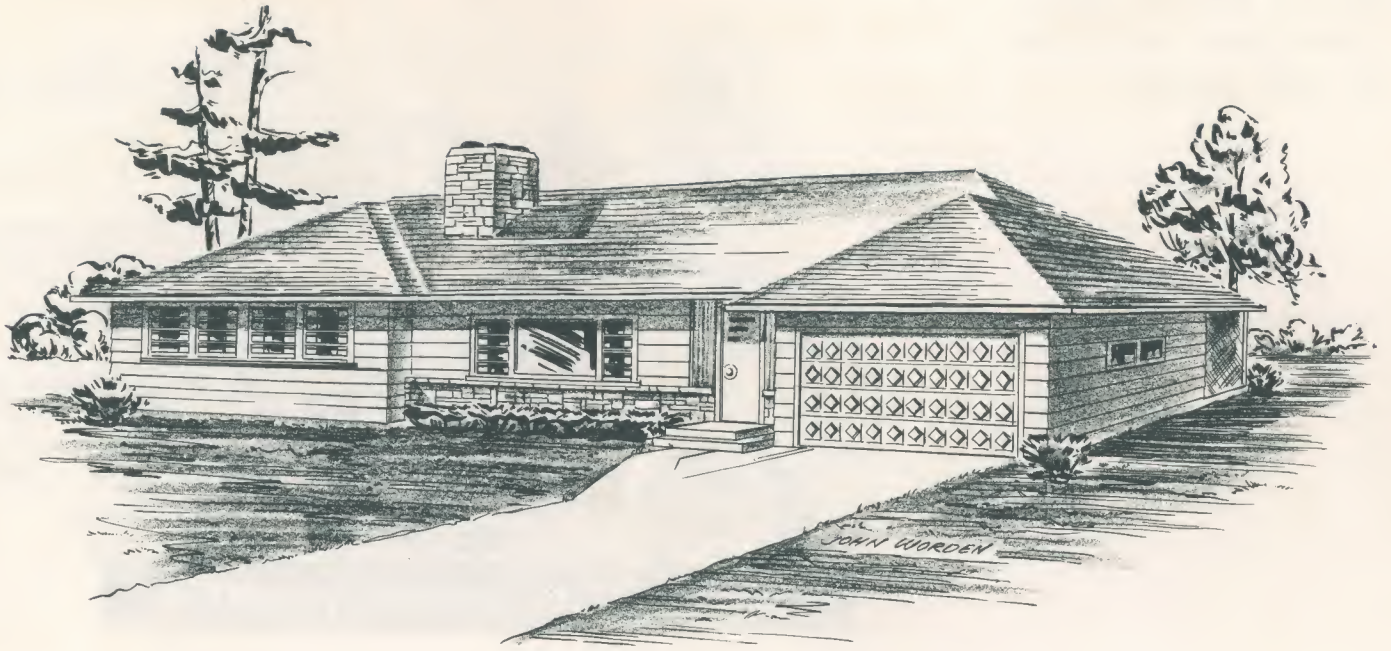
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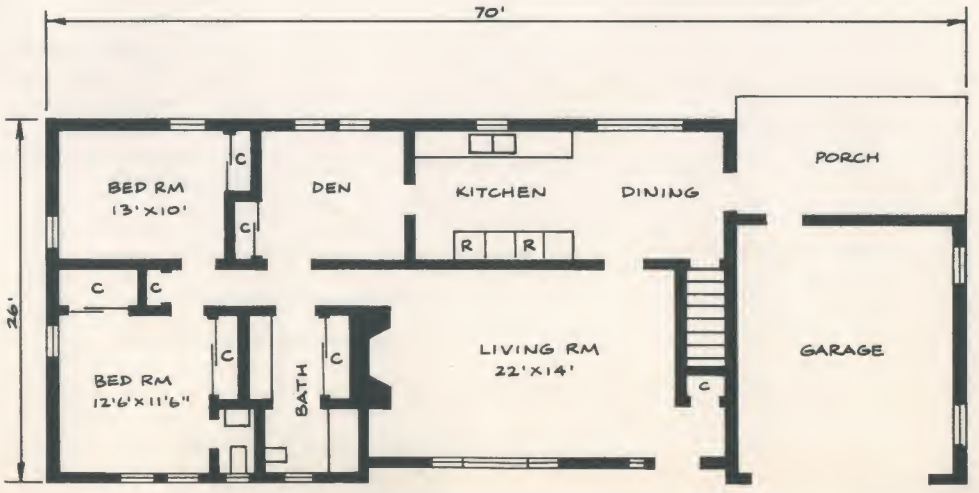
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 20



This three bedroom home complete with one and one-half baths with ceramic tile and all electric kitchen designed by a notable home economist and complete with a double garage was planned for the two car family living in the suburbs. Completely equipped with hot water heat to assure the maximum in comfort with dual heat controls and double pumps. The living room fireplace cleverly placed between book shelf and concealed storage area will attract your attention. Basement fire place will prove very useful in the recreation area. This house trimmed in beautiful Birch has provided the last word in concealed storage. Notice the cabinets in the bathroom that provide that much needed extra storage. This is a home for close family living and enjoyment.



Tom Mackesey, BUILDER
4729 MINERAL POINT ROAD

3-1433

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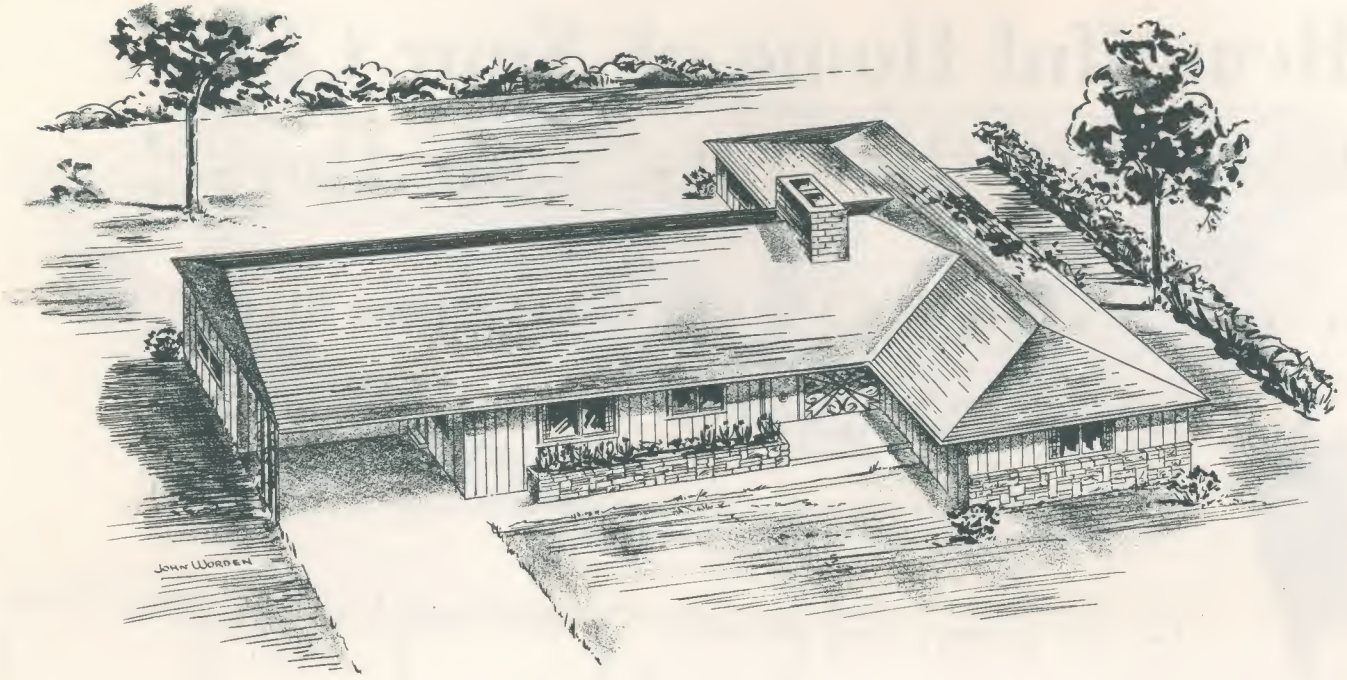
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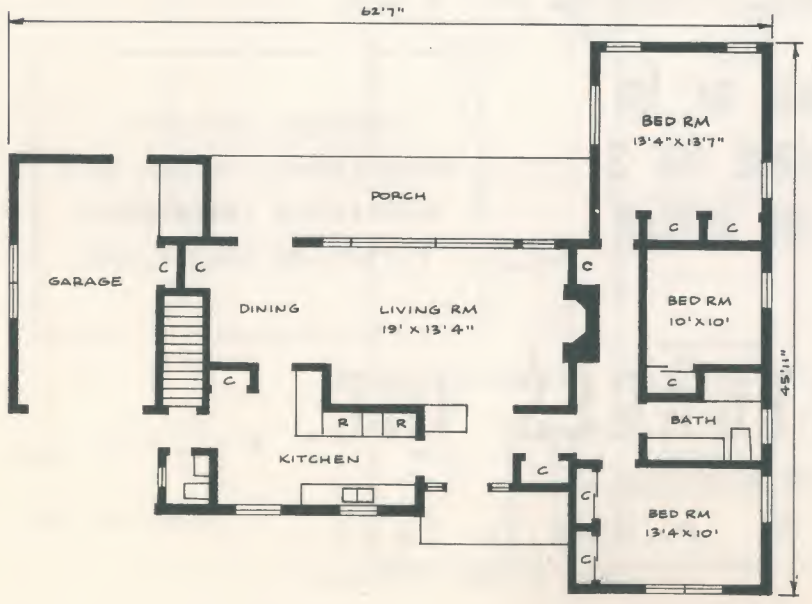
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 21





This design was selected to present a typical home for the typical Madison family. As you visit this house please notice the floor plan designed for easy living and good access. It features one and one half baths which are considered a necessity. The future electrical needs were considered and provided for. It is Adequately Wired. Notice the stamp of approval. The Philippine mahogany trim accentuates the fine lines and denotes the quality in materials. The plastered walls and the red wood vertical siding are plus features that again stamp quality on this home and points out the careful planning. Note the provisions for 2 car storage which are considered a necessity for suburban living.

Jack Emerson, BUILDER
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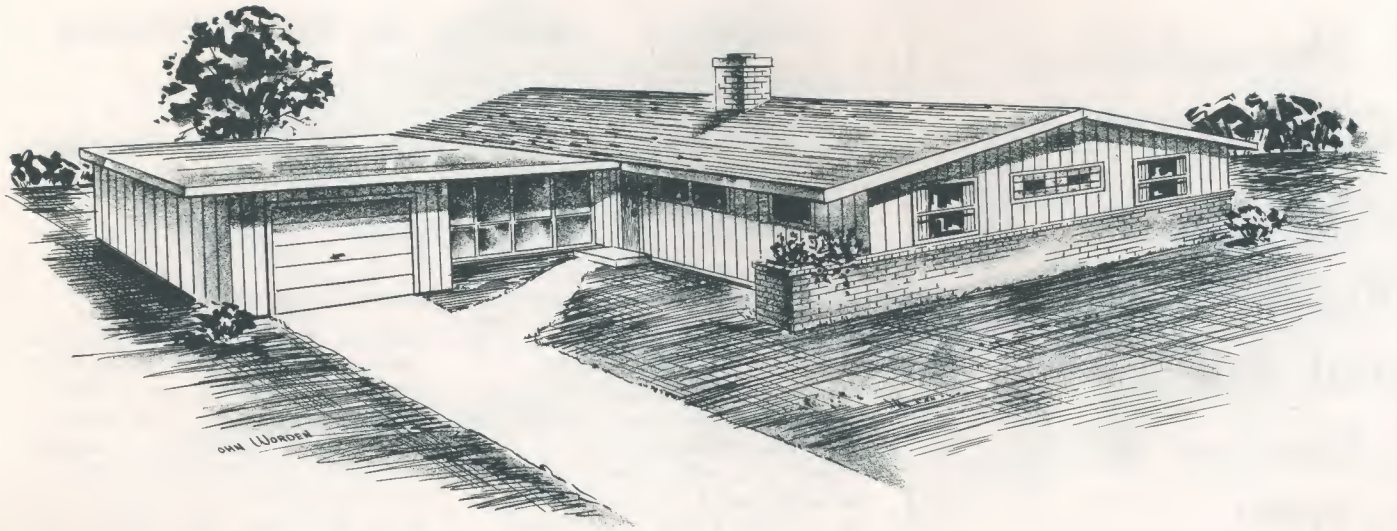
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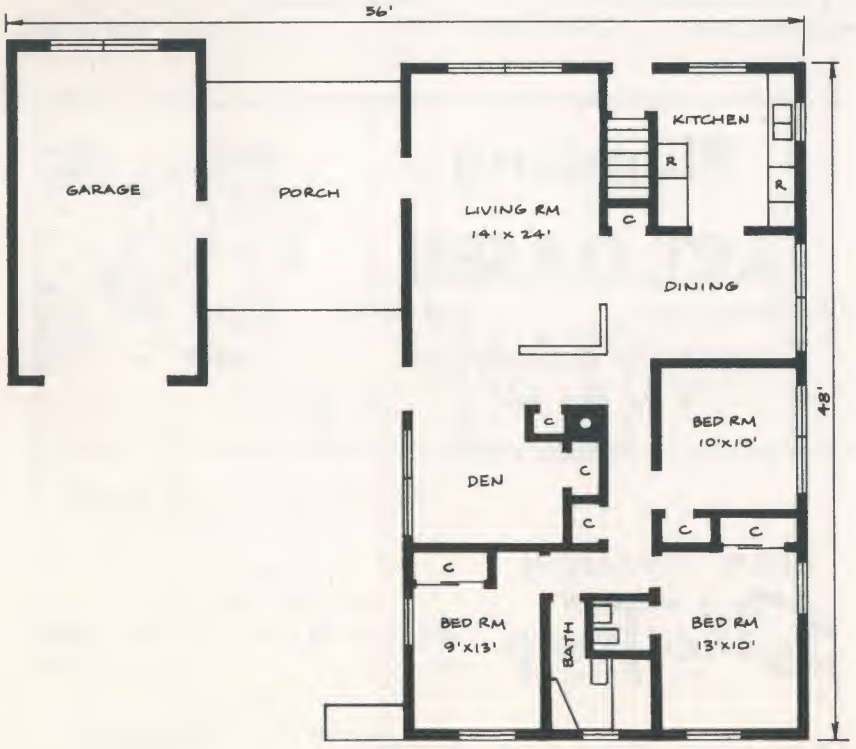
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 22





THIS IS IT! This attention-getting 4-bedroom, 1½-bath house dramatically emphasizes what can be done with verticle siding and a touch of brick veneer and brick planter; its pleasing low lines are accented by a 3 foot roof overhang.

Truly a dream home complete with spacious living room, dining "L", and kitchen all with the New Look sloping ceilings. Gadgets are omitted in favor of sound building of highest quality. Noteworthy features are the large attached porch and over-sized single-car garage.

EASY LIVING! Yes, this compact design allows you to build on a medium-size lot and still retain all the features that are necessary for convenient and happy living.

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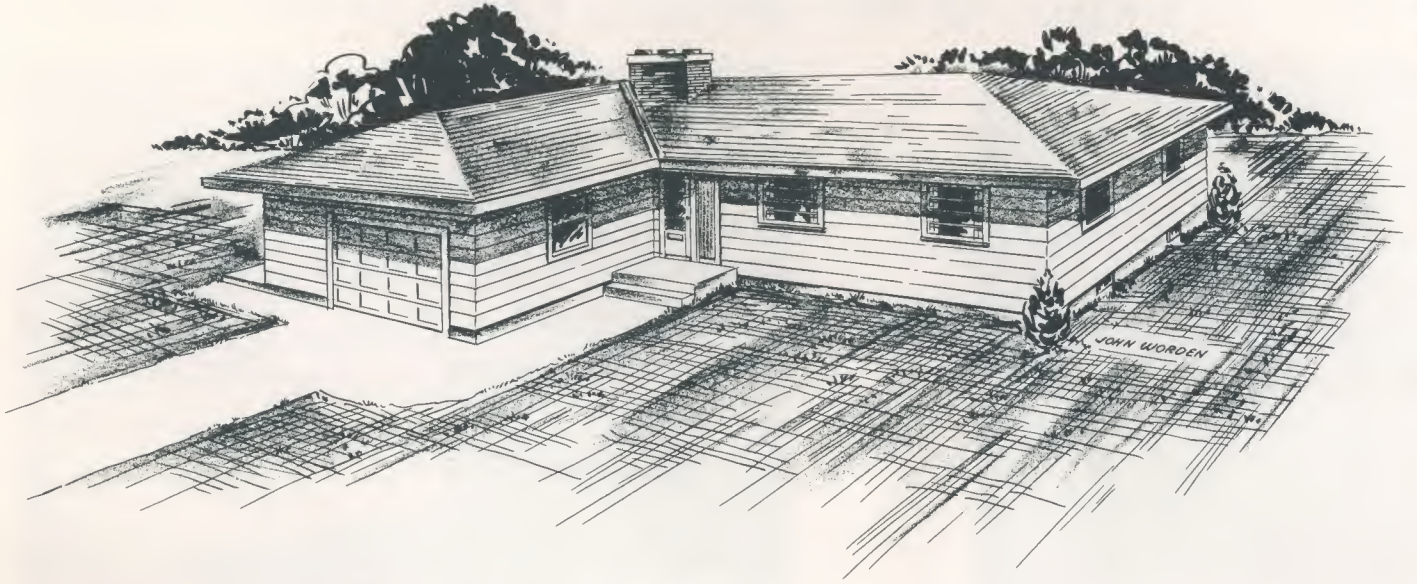
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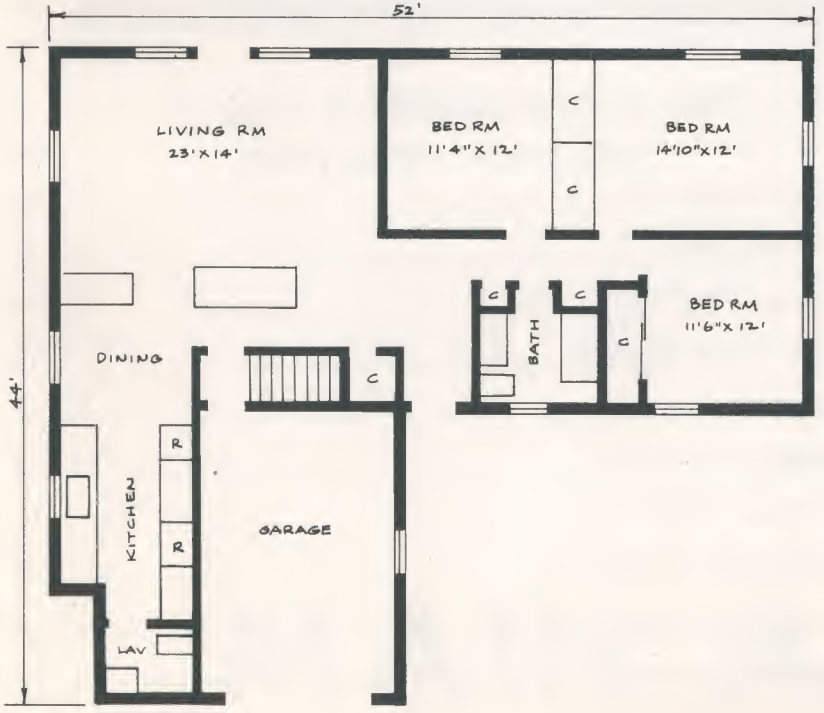
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1954 PLAN BOOK
MADISON, WISCONSIN
Home No. 23





Charm and convenience combine with sound construction to make Holiday Home truly a house for happy living. A large entry hall establishes a feeling of spaciousness, and the thoughtful floor plan provides unobstructed views of all the house to emphasize expanse.

The living room, out of traffic lanes and to the rear, overlooks lawn and garden. Three large bedrooms feature sliding-door wardrobe closets. Both bathroom and powder room are equipped with tiled vanities and roomy storage space. The step-saving kitchen has a built-in oven and range, garbage disposal, and a multitude of cupboards. It can be separated from the dining area by wood folding doors. A handsome storage wall topped by a planter divides living from dining area, and a central fireplace in a wall of Philippine mahogany adds much to the attractive living room. Designed and decorated with imagination and good taste . . . soundly built with a precise attention to details . . . this house is a home-lover's delight.

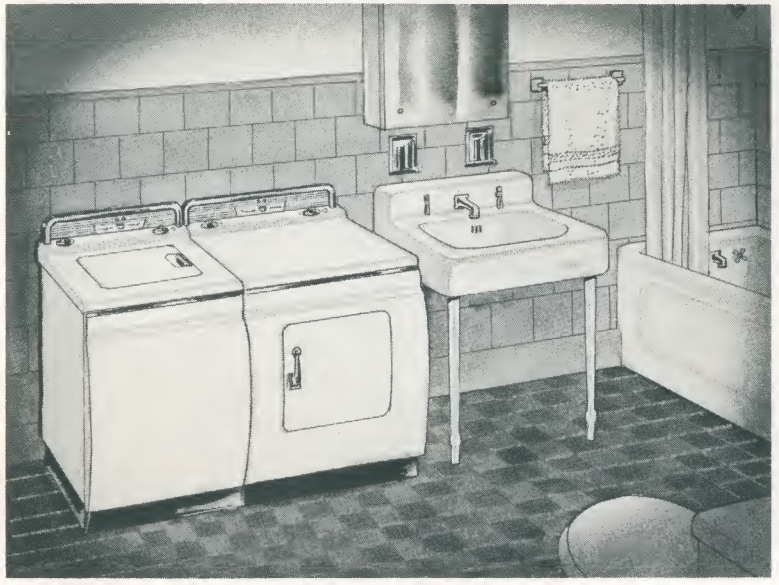
Bob Shaw, BUILDER
1806 SEMINOLE HIGHWAY **3-7603**

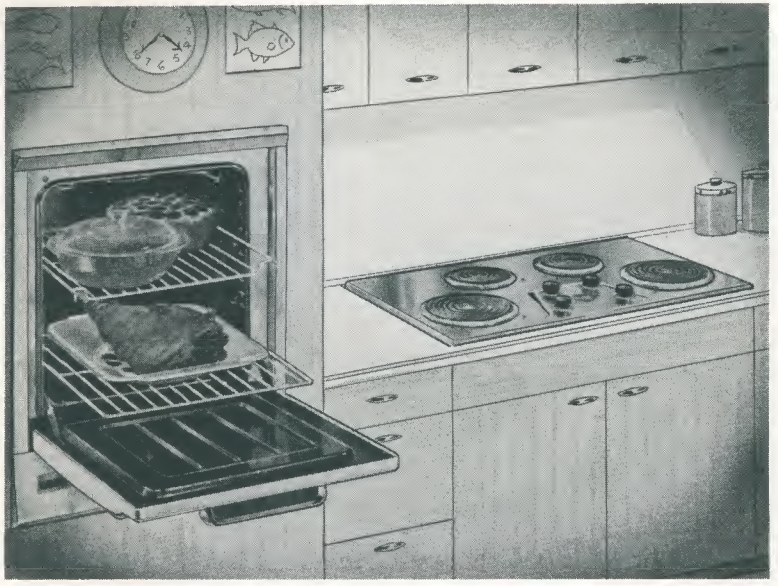
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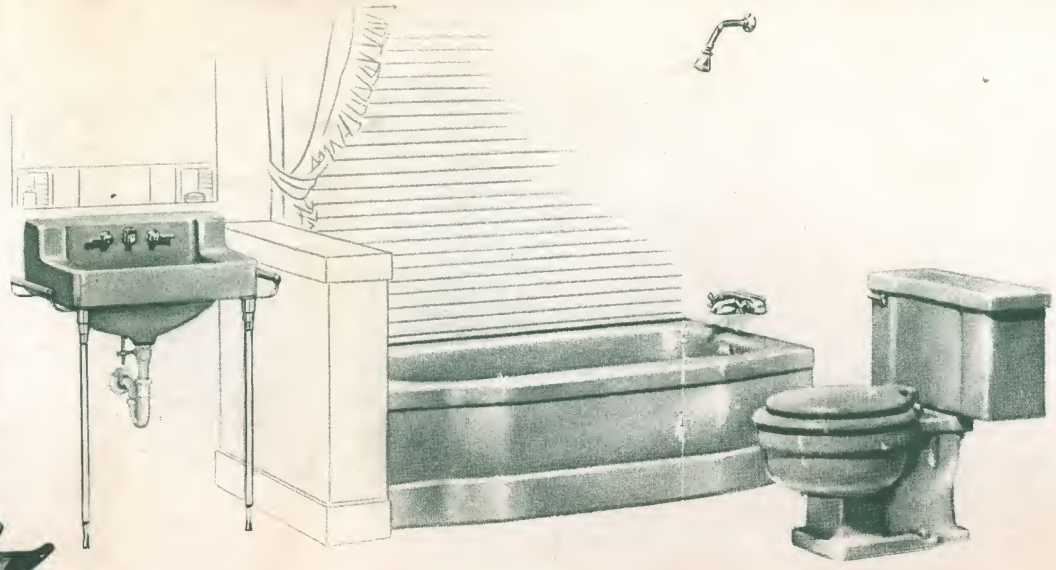
PARADE OF HOMES

AND AT

MAIN APPLIANCES

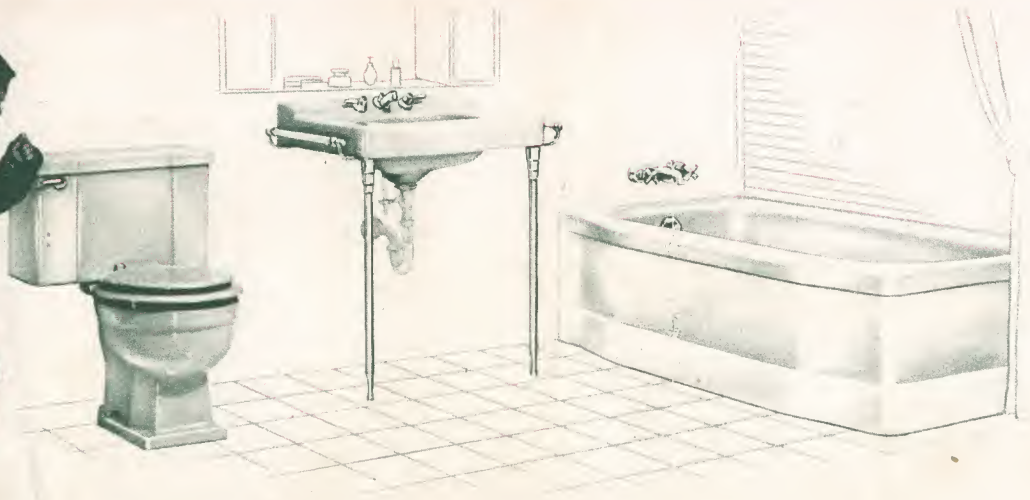
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